

WAYFINDING STRATEGY - IMPLEMENTATION PLAN

Recommendation	Administration Feedback	Start Date	Lead Department & Potential Partners	Cost
Recommendation 1: Improve Welcome Signage (MEDIUM PRIORITY)				
<p>Action 1.1: Improve existing welcome signs:</p> <p>a. Welcome to Yellowknife sign and surrounding landscape near Bristol Monument. Improve the approach to the sign by including places to put a camera, easier access and better site lines for a “selfie spot”.</p>	<ul style="list-style-type: none"> Review and determine relevant aspects of Park Design Plan, prepared in 2012, for Welcome to Yellowknife sign and surrounding area. Explore concepts, funding sources and budget/work requirements according to Community Services annual work plan. 	2023/2024	Community Services (Lead) Capital Area Committee (Partner)	Work with City of Yellowknife funding analyst to determine external funding sources
<p>Action 1.2 (a) Add new welcome signs:</p> <p>a. Ice Road entry at Rotary Centennial Park: Add welcome signage in multiple languages.</p>	<ul style="list-style-type: none"> Connect with the GNWT Department of Infrastructure to determine signage needs, regulatory requirements, explore concepts, funding sources and budget/work requirements. 	2022	Public Works (Lead) Community Services (Partner) GNWT (Partner) YKDFN (Partner)	To be Determined (TBD)
<p>Action 1.2 (b) Add new welcome signs:</p> <p>b. Airport: Add multilingual welcome sign at airport with full Yellowknife destinations map.</p>	<ul style="list-style-type: none"> This work was also identified as an action within the Yellowknives Dene First Nation and City of Yellowknife Joint Economic Development Strategy. Together with the YKDFN, City Administration to draft a letter to the GNWT Airport Authority to consider specific signage and cultural recommendations. 	Q4, 2021	Economic Development and Strategy (Lead) YKDFN (Partner)	Accommodated within existing budget

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Recommendation 2: Add Information Kiosks at Key Decision Points (HIGH PRIORITY)				
<p>Action 2.1: Place [information kiosks] at key decision points (see Figure 14 of Wayfinding Strategy).</p> <p>Action 2.2: Utilize Current Kiosk Structure Design: Use the design of the current 4-sided kiosk structure (see Figure 11) to make new kiosks consistent with the existing, minimizing visual clutter.</p> <p>Action 2.3 Update panels for consistency with Extraordinary Yellowknife branding: Use Extraordinary Yellowknife Colours & Fonts (see Figures 12 and 13).</p> <p>Action 2.4: Prioritize place name: Make the location name the most prominent piece of information by printing place names in large, bold lettering that is strongly contrasted to the sign’s background colours (see Figure 18, page 16). Ensure place names are consistent to minimize Confusion.</p> <p>Action 2.5: Wayfinding: Use updated destinations map (page 22) for one panel of the kiosk, with “you are here” indicator and circles indicating typical walking distances.</p> <p>Action 2.6: Include space for community fliers in partnership: Continue to allow dedicated space for the community to post notices on kiosks for locations where management partners can be found. See sidebar for recommendations to manage fliers. If effective community partners cannot be found, posting space should not be included.</p> <p>Action 2.7: Artist participation: Highlight the creativity and eclecticism of Yellowknife by seeking artists and designers to:</p> <ol style="list-style-type: none"> Design or license artwork for inclusion as a panel in an Information Kiosk. Participate in designing signage kiosk maps following a terms of reference. 	<ul style="list-style-type: none"> Completed in partnership with YKDFN. 6 Kiosks were completed with an unveiling October 6, 2020. Kiosks are located at key decision points and include locations identified in the Intercultural Heritage and Placemaking Plan. (Action 2.1): <ul style="list-style-type: none"> RV fill station (Kam Lake and Old Airport Road); Corner of Franklin Avenue and 54 Street; 50 Street & 50 Avenue parking lot; Old Town parking lot (School Draw Avenue and Franklin Avenue); Corner of Weaver Drive and McDonald Drive; and, Hank Koenen Park. Kiosks were 4-sided (Action 2.2) integrated the Extraordinary Yellowknife branding (Action 2.3), illustrated key place names (Action 2.4) and consisted of maps illustrated by a local artist (Action 2.5) and included one dedicated local artists’ artwork panel on each kiosk (Action 2.6). A dedicated flier space on these kiosks (Action 2.6) was deemed unnecessary for the design and tourism-focused intent of the kiosks, nor was a local community partner identified. 	<p>Completed - October 2020</p>	<p>Economic Development and Strategy (Lead)</p> <p>Planning & Development (Partner)</p> <p>YKDFN (Partner)</p>	<p>Accommodated within CANNOR funding and existing budget.</p>

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Recommendation 3: Trailhead Signage (MEDIUM PRIORITY)				
<p>Action 3.1: Update the existing trailhead sign (see figure 16 in Wayfinding Strategy) with the proposed trailhead sign (Figure 17). The new trailhead sign should include the following refinements:</p> <p>a. Integrate Extraordinary Yellowknife branding.</p> <p>b. Make the location name the most prominent piece of information by printing place names in large, bold lettering that strongly contrasts with the sign’s background colours.</p> <p>c. Simplify regulatory information.</p> <p>Action 3.2: Add proposed trailhead signs at priority locations (Tin Can Hill, Twin Pine Trailhead on Franklin, Byrne Rd. to Frame Lake Trail, Twin Pine Trailhead on 44th Street, Frame Lake Trail from Hwy. 3).</p>	<ul style="list-style-type: none"> • Directional signage (i.e. Trailhead signage) will be inventoried, a potential timeline for replacement and/or removal of trailhead signs and procedure for redesign to include Action 3.1 a-c refinements. • Research other jurisdictions in preparation of establishing accessibility standards for new signage and standardized elements. • Explore concept design suggestions in the Wayfinding Strategy and needs of existing trailhead signs and identify a potential budget and/or funding resource for contracting design and installation of new signs. • Explore placing trailhead signs at the priority locations and consider signs in relation to other signage in the area, priorities and budget considerations. 	Q3 2022	Community Services (Lead)	\$40,000 (signage replacement)
Recommendation 4: Update & Replace Directional Signage (MEDIUM PRIORITY)				
<p>Action 4.1: Replace the current “trail wayfinder” sign with the directional sign in order to:</p> <p>a. Provide direction to key destinations (listed in Figure 23 of Wayfinding Strategy).</p> <p>b. Increase contrast between text and background colours: Visibility in low light conditions should be maximized by white text on dark sign backgrounds.</p>	<ul style="list-style-type: none"> • Inventory the ‘trail wayfinder’ signs and develop a potential timeline for replacement and/or removal of trailhead signs and procedure for redesign to include Action 4.1 refinements. • Research other jurisdictions in preparation of establishing accessibility standards for new signage and standardized elements. 	2022	Community Services (Lead)	\$40,000 included in Capital Budget, additional funding may be required.

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<p>c. Add pictograms: Build on existing library of pictograms to increase accessibility and legibility of signage for people with limited literacy or limited English knowledge. (See Appendix 2 for suggested pictograms, including Yellowknife specific pictograms).</p> <p>Action 4.2: Replace the current trail wayfinding signs with the recommended directional sign</p> <p>Action 4.3: Add directional signage at key locations (Figure 23 of Wayfinding Strategy).</p>	<ul style="list-style-type: none"> Explore concept design suggestions in the Wayfinding Strategy and needs of existing ‘trail wayfinder’ signs and identify a potential budget and/or funding resource for contracting design and installation of new signs. Explore placing trail wayfinder signs at the priority locations and consider signs in relation to other signage in the area, priorities and budget considerations. 			
Recommendation 5: Destination Signage (LOW PRIORITY)				
<p>Action 5.1: Update the existing Standard Park Sign (Figure 26) to the proposed Destination Sign (Figure 26).</p> <p>Action 5.2: Add or update Destination Signage at key locations: Twin Pine Lookout, Mitchell Drive Park, Otto Drive Park, Back Bay Cemetery, Parker Park, Watt Drive Park and Pilots Monument</p>	<ul style="list-style-type: none"> Inventory the Park Signs and develop a potential timeline for replacement and/or removal of trailhead signs and procedure for redesign to include any design refinements to the proposed destination sign design in the Wayfinding Strategy. Research other jurisdictions in preparation of establishing accessibility standards for new signage and standardized elements. Explore concept design suggestions in the Wayfinding Strategy and needs of existing trailhead signs and identify a potential budget and/or funding resource for contracting design and installation of new signs. Explore placing Destination signs at the priority locations and consider signs in relation to other signage in the area, priorities and budget considerations. 	2024	Community Services (Lead)	TBD

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Recommendation 6: Develop Wayfinding Website (LOW PRIORITY)				
Action 6.1: Develop an interactive wayfinding website as a complement to the Extraordinary Yellowknife website.	<ul style="list-style-type: none"> Extraordinary Yellowknife website will be re-developed with revised content and integrations to incorporate updated and supported software. An app called “Itinerary Builder” is in development to be included as function of Extraordinary Yellowknife website. The updated website is expected to be completed to coincide with the completed relocation work of the Yellowknife Visitors Centre. 	Q4 2021/Q1 2022	Economic Development and Strategy (Lead) Corporate Services (Partner)	\$20,000
Recommendation 7: Maintenance (HIGH PRIORITY)				
Action 7.1: Maintenance: Allocate maintenance budget for repair and replacement of signs.	<ul style="list-style-type: none"> An annual budget is allocated within Community Service’s budget to maintain and repair signage in the city. 	Ongoing	Community Services (Lead)	Accommodated within existing budget
Action 7.2: Replace Damaged Signs (Figure 29).	<ul style="list-style-type: none"> Inventory signs across the city and develop a potential timeline for replacement and/or removal of trailhead signs that are damaged, no longer legible and require replacement. Determine responsibility for these signs and prioritize replacement/removal. Establish procedure for redesign (if deemed appropriate) to include any design refinements to the proposed signage design in the Wayfinding Strategy. 	Ongoing	Community Services (Lead) Capital Area Commission (Partner) YKDFN (Partner)	TBD
Recommendation 8: Continue to Utilize & Strengthen Partnerships (HIGH PRIORITY)				

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<p>Action 8.1: Indigenous Languages: Work with the Intercultural Placemaking Committee and YKDFN to identify the best ways to utilize Tetsotine on signage and wayfinding materials.</p>	<ul style="list-style-type: none"> • Willideh was added to stop signs, led by Public Works. • Opportunities for collaboration are being identified within Yellowknives Dene First Nation and City of Yellowknife Joint Economic Development Strategy implementation plan and the re-location of the Yellowknife Visitors Centre. 	Ongoing	<p>Community Services (Co-Lead)</p> <p>Economic Development and Strategy (Co-Lead)</p> <p>YKDFN (Partner)</p>	Accommodated within existing budget
<p>Action 8.2: Foreign Languages: Coordinate with NWT Tourism to identify and update priority international languages for incorporation in printed and online wayfinding materials.</p>	<ul style="list-style-type: none"> • A 'Free Things to See and Do in Yellowknife' brochure was developed in 2020 and published in four languages (Mandarin, English, Japanese and Korean) • Discussions have taken place with le Réseau en immigration francophone des Territoires du Nord-Ouest (RIFTNO) regarding assistance in translating any tourism products, maps, etc. into French, as required. • Consult with NWT Tourism to confirm priority marketing opportunities / countries post COVID. • Continue to consider language accessibility in materials being produced for the Yellowknife Visitor information Centre and when updating Extraordinary YK website. 	Ongoing	<p>Economic Development and Strategy (Lead)</p> <p>RIFTNO, YKDFN, GNWT ITI, NWTT, Yellowknife Immigration Partnership (Potential Partners)</p>	Accommodated within existing budget
<p>Action 8.3: Funding: Seek funding opportunities that can be applied to wayfinding.</p>	<ul style="list-style-type: none"> • Consult with City departments to understand workplan priorities, budget needs and timeline. • City Grant Writer and Funding Analyst to match recommendations of Implementation Plan with departmental workplans. 	Ongoing	<p>Corporate Services (Lead)</p> <p>Other City of Yellowknife Departments (Partners)</p>	Accommodated within existing budget
<p>Action 8.4: Capital Area Committee: Utilize the Capital Area Committee Standing meetings to allow partners to review proposed information,</p>	<ul style="list-style-type: none"> • Request signage replacement discussion to be added to Capital Area Committee (CAC) agenda, as required. 	Ongoing	<p>Planning and Development (Lead)</p> <p>Capital Area Committee</p>	Accommodated within existing budget (review).

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icons, location names and location signs. Ensure organizations can review how they are represented.				Costs of sign replacement/installation to be determined in discussion with CAC organizations.
Action 8.5: Capital Area Responsibilities: Coordinate with the Capital Area Planning Committee to create a clear framework for who is responsible for which signage in the Capital Area.	<ul style="list-style-type: none"> Request signage replacement discussion to be added to Capital Area Committee agenda. 	Ongoing	Planning and Development (Lead)	Accommodated within existing budget
Action 8.6: Support Signage and Wayfinding Improvements through partnerships: Ensure Yellowknife paper visitor map is available at Fred Henne Park.	<ul style="list-style-type: none"> Explore availability and opportunities for Yellowknife information and maps to be available at Territorial Parks. 	Ongoing	Economic Development and Strategy (Lead) GNWT-ITI (Partner)	Accommodated within existing budget
Action 8.7: Work with partners to re-establish a permanent Visitor Centre	<ul style="list-style-type: none"> On January, 11, 2021, Council unanimously approved Motion #0003-21 to allocate \$125,000 from the Downtown Improvement Reserve to facilitate the relocation of the Visitor Services Centre. CANNOR funding application for relocation was approved and announced in April 2021. GNWT-ITI funding was confirmed for O&M costs of the new visitor centre. Re-location work has begun to relocate the Yellowknife Visitor Information Centre to Centre Square Mall for a five-year lease. 	Ongoing	Economic Development and Strategy (Lead)	Accommodated within Downtown Improvement Reserve Fund (\$125,000), GNWT ITI O&M (\$161,000) funding and CANNOR funding (\$377,587).
Recommendation 9: Increase Signage Visibility without Signage Lighting (LOW PRIORITY)				

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<p>Action 9.1: Increase visibility of signage through adequate font size, high contrast colours and placement of signage.</p>	<ul style="list-style-type: none"> • Research other jurisdictions in preparation of establishing accessibility standards for new signage and standardized elements. • Apply these standards across the implementation plan work for all signs. 	Ongoing	Community Services (Lead)	TBD

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