

SIGNAGE STRATEGY



BACKGROUND

In 2010, Rivers West, in partnership with the Economic Development Council for Manitoba Bilingual Municipalities (CDEM) and a multitude of Red River Corridor stakeholders, unveiled a 2030 Vision Plan. The firm of Scatliff + Miller + Murray were hired to research, compile data, and lead community consultations to capture the important elements that exist in the communities, and what projects and tourism strategies need to be undertaken between now and 2030 to create a destination of the Red River Corridor.

One element that was identified in all communities was a **meeting place**. These meeting places needed to include wayfinding signage and local information on culture, history and recreation. After having gathered and shared ideas and opinions with communities along the Red River Corridor in December 2013, Rivers West is proceeding with the planning and coordination of a signage strategy, as identified in the Vision 2030 Plan.

OVERVIEW

An overall consensus of the participants made it possible to decide the look, style, and information necessary to include on the sign. Each sign will include:

- a map of the community with identified points of service and points of interests;
- 2-3 important historical facts;
- 3-5 community attractions;
- other pertinent information as identified by the community.

By building this community sign and following this guide, a homogenous look along the Red River Corridor and throughout the province can be assured. Therefore, when locals and visitors see this infrastructure, they will know immediately what information to expect.

This signage strategy also intends to incorporate the provincial tourism brand, their graphic standards, as well as universal pictographs being used by the National Park Service - U.S. Dept. of the Interior www.nps.gov/hfc/carto/map-symbols.cfm. Travel Manitoba has recommended that we use the latter as a reference for our map template.

Since the Red River is also a designated Canadian Heritage River, we plan on including an area of interpretation for this, as well as an inset of the entire corridor that will give a visitor a bird's eye view of the communities that are found from Emerson to Lake Winnipeg.

Rivers West and its stakeholders are looking forward to moving this project forward and believe that if successful can be extended to all areas of the province.

GRAPHIC DESIGN

Rivers West has met with Travel Manitoba (TMB) to work in collaboration on this signage strategy as it may very well extend to all regions of the province.

Travel Manitoba has cooperated in providing Rivers West with context and data that complements the TMB brand as it relates to font, colors, symbols, etc.

These will be incorporated into the development of every community signage map.

MAP DESIGNER

Rivers West has hired Anders Swanson to be the graphic designer/mapper for this project. Anders Swanson has been a member of multiple groups such as Bike to the Future, BIZ Transportation Committee, Provincial Active Transportation Advisory Committee, and Winnipeg Trails Association. Anders also has experience working with maps. He was one of the creators of the first ever in Winnipeg – Community Walking & Cycling Map of Fort Richmond, University Heights, and the University of Manitoba. Furthermore, he has also hosted a Community Mapping Session and works well with stakeholders.

Anders responsibilities will include determining the layout of the map, the legend and all other information. This template is necessary to guarantee a homogenous look and to assure a quality of professionalism throughout all the signs.

He would insert any existing maps of the area in a GIS program and go to the area to assure accurate locations. The community would be responsible to identify the points of interest, etc.

Coordination and administration by Rivers West is complementary for Towns and RMs who are members of the organization or members of the Association of Manitoba's Bilingual Municipalities (AMBM or CDEM). Non-members shall pay a **\$1,000.00** fee per trailhead sign to Rivers West for the latter.

Design costs for towns is **\$1500.00** per sign plus printing of the map (**approx. \$300**).

STRUCTURE

A dot matrix exercise was performed by the participants of the community consultations in Ste. Agathe & St. Andrews on December 9 & 16, 2013 determined the preferred sign structure based on design, size, aesthetics, price, and style.

The signs you see pictured below are what the participants have chosen. They are similar to the ones that have been erected on the Trans Canada Trail.



The Pinawa section of the Trans Canada Trail has erected the sign pictured above to the right. They have graciously shared the drawing and specs to this sign.

MATERIALS

Based on the original design and material list that was provided from the Pinawa section of the Trans Canada Trail, Rivers West has received a quote from McMunn & Yates Building Supplies of **\$1, 109.95**. A second quote was provided by Selkirk Home Hardware Building Center with slight modifications to the material list. Their quote comes to **\$1, 492.00**.

In order to reduce costs, it was proposed to use brown pressure treated lumber in lieu of cedar as an alternate. This would reduce the cost of materials to approximately **\$820.00**.

The Town of Morris is currently looking into using composite material in lieu of wood.

Another option for posts is to use 16ft pressure treated posts drilled in to 8ft instead of the base as indicated above.

FABRICATION

St. Amant Builders has provided the most competitive quote to build the trailhead structure for **\$750.00**; delivery would be an additional **\$180 plus mileage**. Some municipalities have however had their structures constructed by volunteers.

INSTALLATION

Some of the incorporated towns and municipalities will be using members from their public works departments, others will hire contractors or will have volunteers install the structure. If you do not have a dedicated person or crew to install the trailhead structure, St. Amant Builders will execute this work for **\$360.00**.

COMMUNITY INTEREST

As of today there are many communities and municipalities that are on-board and several ready to finance this project.

The R.M. of St. Clements has shown interest in building five signs located at Grand Beach, Beconia, Patricia, Mars Hill #317 Golf Course, and Heritage Golf Course.

The RM of Ritchot will be erecting three signs (St. Adolphe, Ste. Agathe, Ile des Chênes)

The Town of St. Pierre Jolys will be erecting one sign.

The Town of Morris will be erecting one sign.

Tourisme Riel is erecting a sign in St. Norbert.

Discussion are taking place with the RM of Montcalm, as well as the Town of Emerson.

The R.M. of St. Andrews has also shown interest in erecting some community trailhead signs.

CONTACT US

If your municipality or town is interested in building a trailhead sign or would like more information, simply contact us. Together we will organize a community meeting to identify the points of service, the points of interest and the historical facts of your community.

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