

TOURISM AND WAYFINDING STRATEGY

APRIL 2024



GEORGINA



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Introduction

About This Project

The Wayfinding and Tourism Strategy strives to honour the rich culture of the Town of Georgina by ensuring that key tourism attractions and cultural and economic hubs are easily found by both visitors and residents. A wayfinding strategy is one of the pillars of enhancing the economic growth of local businesses, promoting tourist travel throughout the community, and enhancing the town's aesthetic appeal through the implementation of clear and uniform signage that identifies major tourist attractions and economic hubs.

The Town of Georgina has made some progress in creating unique sign identifiers for its main communities. The development of its Municipal Signage Guidelines in 2014 helped to ensure a consistent design for community and wayfinding signage erected throughout the Town. At present, these signs, are primarily for the identification of the community's Town-owned facilities, and parks.

During the First Impressions Community Exchange program (FICE) in 2012 and 2016, additional tourism wayfinding signage to direct visitors to key points of interest was identified as an opportunity.

In 2019, the Town of Georgina created a three-year Community Tourism Plan in collaboration with the Georgina Chamber of Commerce and supported by Central Counties Tourism. One of the actions was to increase wayfinding signage throughout Georgina to improve the visitor experience and heighten awareness of key tourist locations.

In 2022, the Town of Georgina partnered with Central Counties Tourism to develop a municipal-wide Tourism and Wayfinding Strategy. This strategy incorporates a comprehensive community-wide wayfinding system designed to cater to the requirements of

residents, visitors, and businesses. The tourism wayfinding signage intends to drive additional traffic to tourist destinations and historic business areas to increase the economic impact of these visitors.

Purpose

In 2022, over 180,000 non-residents aged 16+ went through the intersection of Ravenshoe and Woodbine. Tourism wayfinding signage drives visitation and economic impact by pointing people to the areas a municipality wants people to see, explore and experience. The economic impact of convincing one percent of the current drive-through traffic to stop is over \$150,000 in visitor spending dollars (Tourism Regional Economic Impact Model).

The Tourism and Wayfinding Strategy is expected to deliver the following key benefits:

- Boost the local economy through increased spending within the Town by directing traffic to historic business areas.
- Control the path of travel for visiting vehicles to increase the economic impact of pass-thru traffic.
- Increase visitation to key public and private tourism attractions and assets.
- Enhance the overall image of the Town of Georgina as a destination with a consistent and attractive design standard for tourism wayfinding signage.
- Improve sense of community, pedestrian safety, and place-making while mitigating interference with regulatory traffic signage
- Provide gateway signage from major corridors, including waterways, and a connection for outlying assets.

Georgina Tourism and Wayfinding Working Group

In late 2022, a dedicated Tourism Wayfinding Working Group was formed, and in partnership with Central Counties Tourism, a Georgina Tourism and Wayfinding Strategy document was initiated.

The Georgina Wayfinding Working Group consisted of:

- Julie Cain, Partnership and Downtown Coordinator, Town of Georgina
- Sean Columbus, Economic Development Officer, Town of Georgina
- Katrina Ellis, Marketing and Promotions Coordinator, Town of Georgina
- Jennifer Anderson, Executive Director of the Georgina Chamber of Commerce and Tourism Information Centre
- Jim Beechey, Georgina Chamber of Commerce Board Member and Chair of Tourism Committee
- Andy Adams, Georgina Waterways Committee member
- Jodi Pridham, Manager of Client and Cultural Services, Town of Georgina
- Niall Stocking, Manager of Operations, Town of Georgina
- Mike McIntaggart, Supervisor (Acting), Road Operations, Town of Georgina

- Mario Lippa, Corridor Control Monitoring and Compliance Technologist Roads & Traffic Operations, York Region
- John La Chapelle, Program Manager – Corridor Control, Road and Traffic Operations Branch, York Region
- Karyn Stone, Manager of Economic Development and Tourism, Town of Georgina
- Chuck Thibeault, Executive Director, Central Counties Tourism
- Sandra Quiteria, York Region Industry Relations Manager, Central Counties Tourism

Four meetings were held with the Tourism Wayfinding Working Group between September and December 2022. An integral part of the working group's contribution to this project was their knowledge and expertise on daily traffic flow, patterns and tourism assets.

Town staff provided an inventory of existing municipal community and wayfinding signs, along with their existing signage guidelines. Key points of interest, preferred in-town routes of travel, along the desired end-of-route parking locations, were also identified. Additionally, signage placement locations and required sign directional information were reviewed.

What is Tourism Wayfinding

Tourism wayfinding differs from traditional municipal signage in that it is meant to provide a quick, visual cue for nearby points of interest and easily direct people travelling through the area to these locations by following the signs. This can be conveyed through words or symbols.

Tourism wayfinding signage gives people reasons to stop along the way. Communicating the names of the businesses providing services is not nearly as important as communicating the services they provide or the proximity to more things to see and do.

The Town of Georgina has key 'areas' of interest attracting many types of visitors; cottagers, snowmobilers, boaters, anglers, artists, and more. The goal of tourism wayfinding is to increase the number of people spending money in the community, furthering business attraction, retention, and local community vibrance.



Major (80km+)



Community



Minor (<60km)



Pedestrian



Banners

“Symbols are the common language that speaks to everyone. Symbols can establish a sense of place while functioning as a wayfinding tool. Using a symbol provides a shorthand, pictorial representation of a place, a service or an action.”

- *The Wayfinding Handbook – Information Design* <https://issuu.com/papress/docs/wayfinding-handbook>

Types of Tourists

Tourism wayfinding benefits both residents and visitors to a town. There are three types of visitors, with varying motivators for travel that will benefit from tourism wayfinding.

Transient

Transient visitors typically have a destination in mind beyond the borders of Georgina and in many instances have a timeline in which to get there. Typically, their main reason for stopping is fuel, food, bio-breaks and to stretch their (or their pets) legs. Some may not have time to exit their route on their current visit but will be enticed to return another day. While most transient visitors are travelling through the Town of Georgina in a car, many also pass by on boats, snowmobiles, motorcycles, and bikes.

Destination-based

These visitors are coming to the Town of Georgina for a reason. Whatever the reason – beach, golf, cycling, etc., they have typically researched the best route to take them to their destination. For destination-based visitors, tourism wayfinding provides them with information about other nearby things to see and do before and after they visit their intended destination.

Both destination-based and transient visitors tend to stick to the major thoroughfares. To this end, directional signage with clear, concise images (or words) that convey the assets of an attraction should be located along these major traffic arteries. This also holds

for key waterway access to the Town of Georgina. As a boater, the destination may be the marina, but by providing them directional signage for shopping, dining, attractions, etc. they may spend more time and money in town.

Visiting Friends and Relatives

Georgina residents often have people come and stay with them, in many cases for more than a few days. Businesses will also have employees come in for training or short-term projects that have them visiting for several days. Many of these visitors get out and explore the area, both with their hosts and on their own. They are not as tied to the major routes and often like to explore the downtowns, scenic routes, walking/hiking trails, and other attractions including retail shops and restaurants. The goal of wayfinding signage for this group is to direct them to the preferred parking area and, once there, provide them with a marquee sign that highlights what there is to see and do in the area.

Regardless of the type of tourist in-town directional signage helps navigate visitors to a specifically identified attraction, like the public boat launch, for example, or to a designated parking area where additional wayfinding signage is available to transition from a driver's needs to that of a pedestrian.

Tourist Points of Interest

The working group determined key attractors that would entice an immediate or future visit.

- Historic downtown dining and shopping areas
- Beach parks
- Marinas and public launches
- Sports and recreation facilities and golf courses
- Hiking trails and cycling trails
- Art and culture attractions
- Dog parks



To direct traffic to these points of interest without the need to identify individual businesses or attractions, each of the above will require a stylized symbol that fits with Georgina's signage design guidelines while being similar enough to the provincial or regional symbols to be recognizable.

All wayfinding regardless of what signs a visitor is following, should terminate in designated parking areas. It is within these key parking areas that marquee signs are erected that include a map of the surrounding area, highlighting places to eat, shop, and spend money.

There are many places to direct visitors to within the Town of Georgina, many of which are clustered together. This will allow multiple priority points of interest to be represented on one sign, lessening the total number of required signs to fully execute the strategy.

The locations of all the identified points of interest create significant route overlaps. In many instances, one sign will direct people to several points of interest. This will limit the total investment required to fulfill the entire strategy.

Historic Downtown Dining and Shopping Areas

The Town of Georgina is unique in that it has several different historic downtown shopping and dining areas within its municipal boundaries. All of them are away from the major travel routes meaning that visitors travelling through Georgina via Hwy. 48, Ravenshoe Rd. or Woodbine Ave. to other destinations may not even know they exist.

When fully implemented, the strategy will help direct people to the historic downtown areas of Keswick, Jackson’s Point, Sutton, and Pefferlaw.

Beach Parks

There are many public access beach parks within the Town of Georgina. From a visitor's perspective, the beaches must have ample parking and other amenities like washroom facilities or portable toilets, picnic tables, etc. In other words, they are “visitor-friendly”.

The working group identified four priority beach areas - De La Salle Beach Park, Willow Beach Park, Holmes Point Beach Park, and North Gwillimbury Beach Park. These are the four beaches identified as major beachfront destinations within the Waterfront Parks Masterplan.

Through the strategy, visitors will be directed through shopping areas on route to and from their beach of choice. Currently installed wayfinding signs lead visitors to the parking lots of each of the four destination beaches, but there is limited to no signage when visitors exit the beach to direct them to other points of interest or historic downtowns.



Sports Facilities, Golf Courses and Dog Parks

Georgina hosts many out-of-town teams throughout the year at sports fields and facilities. Directing visitors from these sporting events to the historic downtown areas will increase the economic impact felt by the business community. The Town of Georgina also has two off-leash dog parks, which are of great interest to people travelling through the municipality with pets. Directing transient visitors to these parks will increase the economic impact by bringing travellers off of major routes and through commercial areas.

Hiking Trails and Cycling Trails

Georgina boasts a diverse selection of trails waiting to be explored. Most of Georgina's trails are versatile, catering to various outdoor activities such as walking, hiking, jogging, and cycling. Trail surfaces vary, from well-maintained gravel stretches to smooth asphalt sections winding through local neighbourhoods and community parks. In 2024, the Town implemented an online trail map.

Boat Launches, Marinas and Canoe/Kayak Put-In Locations

The Town of Georgina is a four-season lake destination. The same ramps used for getting boats in and out of the water in the summer are used to transport ice huts to key ice-fishing locations. In addition, Georgina has several rivers that are great to explore by canoe, stand-up paddle and kayak. By letting travellers know about water access in Georgina, there is an opportunity to capture them before they head further north to access Lake Simcoe or promote future visitation.



Art / Culture and Tourism Information

While known for beaches and fishing, Georgina also has rich arts and cultural assets that may be of interest to people travelling through town. Through the Tourism and Wayfinding Strategy, an arts and culture route can be developed to guide visitors to the Military Museum, Stephen Leacock Theatre for the Performing Arts, Pioneer Village and the Georgina Centre for Arts and Culture, and in many instances, the route will guide visitors flow through the historic downtowns of Keswick, Jackson's Point and Sutton, providing additional opportunities for them to stop for shopping and a meal.



Identified Points of Interest

Point of Interest	Name of Asset	Type	Nearest intersection
1	Georgina Centre for Arts and Culture	Art/culture	High St. / Dalton Rd.
2	Military Museum	Art/culture	Woodbine Ave. south of Baseline Rd.
3	Stephen Leacock Theatre	Art/culture	Queensway S. / Gwendolyn Blvd.
4	The Pioneer Village	Art/culture	Civic Centre Rd.
5	Bonnie Beach Park	Beach Park	Bonnie Blvd. / Lorne St.
6	De La Salle Beach Park	Beach Park	Metro Rd. N. / Alexander Blvd.
7	North Gwillimbury Beach Park	Beach Park	Metro Rd. N. / Lake Dr. N.
8	Willow Wharf	Beach Park	Lake Dr. E. / Kennedy Rd.
9	Willow Beach Park	Beach Park	Metro Rd. N. / Willowview Rd.
10	Holmes Point Beach Park	Beach Park, Boat Launch, Canoe/Kayak Access	Holmes Point Rd. / Donna Dr.
11	Harry's Riverside Bait	Boat Launch	The Queensway S. / Riveredge Dr.
12	Rayner's Rd. Park	Boat Launch	Lake Dr. N. / Rayners Rd.
13	Young's Harbour Park	Boat Launch, Canoe/Kayak Access	Lake Dr. S. / Walter Dr.
14	Sibbald Point Provincial Park	Camping, Beach Park, Trails, Museum, Boat Launch	Civic Centre Rd.
15	Mill Pond Park	Canoe/Kayak Access	High St. / River St.
16	Georgina Leash Free Dog Park	Dog park	Lake Sr. S. / Robert St.
17	Briars Golf Club	Golf course	Hedge Rd.
18	Eastbourne Golf Club	Golf course	Lake Dr. E.
19	Lakeview House Golf Course	Golf course	Metro Rd.
20	Lyndhurt Golf Course	Golf course	Hwy 48
21	Orchard Beach Golf	Golf course	Metro Rd.
22	Pines of Georgina	Golf course	Hwy 48
23	Willow Greens Golf Course and Range	Golf course	Metro Rd.
24	Island Grove Marina	Marina	Lake Dr. E.
25	Jackson's Point Harbour	Marina	Lorne St. / Lake Dr. E.
26	Keswick Marina	Marina	The Queensway S. / Riveredge Dr.

27	Coves of Keswick Marina	Marina, Boat Launch	Riveredge Dr.
28	East Point Marina	Marina, Boat Launch	Lake Dr. N. / Sheppard Ave.
29	Everglades Marina	Marina, Boat Launch	Riverside Dr.
30	Flying Bridge Marina	Marina, Boat Launch	Laurine Rd.
31	King Dragon Marina	Marina, Boat Launch	Lake Dr. S. / Pasadena Dr.
32	Krate's Marina	Marina, Boat Launch	The Queensway S. / Marina Dr.
33	Lotus Marine	Marina, Boat Launch	Metro Rd. / Civic Centre Rd.
34	Quinn's Marina	Marina, Boat Launch	Hwy 48 / Pefferlaw Rd.
35	Virginia Beach Marina	Marina, Boat Launch	Black River Rd. / Virginia Blvd.
36	Georgina Farmers' Market	Shopping/Dining	Dalton Rd. / High St.
37	Historic Downtown Jackson's Point	Shopping/Dining	Lorne St. / Bonnie Blvd.
38	Historic Downtown Sutton	Shopping/Dining	High St. / Market Sq.
39	Historic Uptown Keswick	Shopping/Dining	Queensway S. / Simcoe St.
40	Georgina Ice Palace	Sports	Woodbine Ave. / Wexford Dr.
41	Pefferlaw Ice Pad and Sports Zone	Sports	Pete's Ln. / Pefferlaw Rd.
42	Sutton Arena	Sports	North St. / Snooks Rd.
43	The MURC	Sports	Woodbine Ave. / Garrett Styles
44	West Park	Sports	Ravenshoe Rd. / Lake Dr. S.
45	The ROC	Sports, Dog Park, Trails	Civic Centre Rd.
46	Tourism Information Centre	Information	Dalton Rd. / High St.
47	Cronsberry, Pefferlaw Tracts - York Region Forest	Trails	Lakeridge Rd. / Concession 11
48	Lake to Lake Trail - York Region	Trails	Lake Drive from Ravenshoe to Hedge Rd.
49	Metro Rd. Tract - York Region Forest	Trails	Metro Rd. / Kennedy Rd.
50	Sutton-Zephyr Rail Trail - York Region Forest	Trails	Catering Rd.
51	Arnold C. Matthews Nature Reserve - York Region	Trails	Deer Park / Metro Rd.

Types of Wayfinding Signs

Gateway and Community Entrance

These signs are located at the edge of a community/hamlet or municipality to identify where the traveller is. Coupled with wayfinding signs, these signs allow travellers to remember that Georgina has beaches, shopping, restaurants, outdoor adventure, etc., for future or immediate consideration.

Major Directional

The transient visitor will typically only stop to fulfill a specific need. Common needs are fuel, food, alcohol, bathroom breaks, gifts, parking, using a mobile device, or stretching their legs. They travel on major thoroughfares but can be motivated to leave their main route if they believe their needs will be met.

Major directional signs encourage transient visitors to explore more or be enticed to visit another time. For destination-based travellers, they guide travellers to points of interest. These signs are viewed at speeds of 80km/h or more, therefore information must be clear, concise and in a large enough font to be interpreted at a distance.



Gateway



Community Entrance



Major Directional

Minor Directional

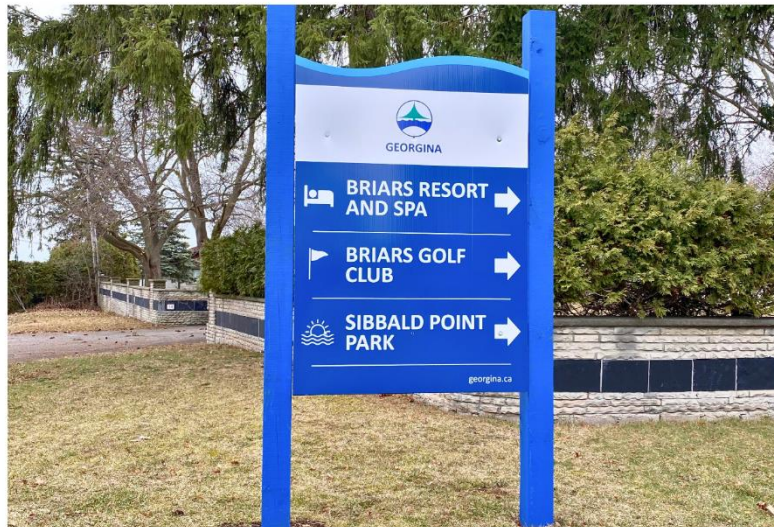
People who have left the main thoroughfares have decided to visit a destination within the Town. They already know where they are going or have been motivated by the directional (major) signs to detour from their original destination.

Minor directional signs complement the information provided on the major directional signs and lead the visitor to the points of interest. These signs are typically placed near intersections and viewed at speeds under 60km/h. They may have distance markers and icons and list several points of interest with arrows directing travellers where to turn next.

Canadian Tourism Oriented Directional Signage (TODS)

Since 1997, Canadian TODS Limited has been responsible for the administration and operation of Ontario's Provincial Tourism-Oriented Directional Signing Program for Ontario's Ministry of Heritage, Sport, Tourism, and Culture Industries as well as the Ministry of Transportation.

The Town of Georgina currently pays for tourism signs directing to five tourism destinations through the Canadian TODS program. In 2023, the cost for one tourism sign ranged between \$400 and \$600 per year. Specific criteria must be met to be eligible for the TODS program and the design and size of the signage are set out in the program.



Temporary Minor Directional



Canadian TODS

Marquee

Marquee signs are placed near the parking lots and include a large map that highlights retail/restaurant areas, town facilities/amenities and nearby points of interest. They are mini visitor information stations and should include website information. Marquee sign information should not include specific businesses on the printed map to save money on printing costs to keep the map current unless paid for through specific advertising programs.

Pedestrian

When there is a distance to travel between the designated parking area and the point of interest or when there are several points of interest nearby, pedestrian signs provide a point of reference and encourage active transportation.

For example, it is a 24-minute walk from Bonnie Park to De La Salle Park and 1 km from De La Salle Park to the Jackson's Point business area. Creating pedestrian directional signage along the preferred route could alleviate some of the parking congestion and promote active transportation.



Marquee



Pedestrian

Downtown Banners

The purpose of downtown banners is to create a sense of place for visitors and residents shopping in the historic downtown areas of Sutton, Pefferlaw, Jacksons Point and Keswick. These banners enhance community pride, visually reinforce the Town's brand aesthetic, and create an awareness of Georgina's historic business district shopping areas and assets.

In 2023, the Town of Georgina installed new banner arms in the four historic downtown areas of Sutton, Jackson's Point, Keswick and

Pefferlaw. These banner arms provide a welcome and identify the communities of Jackson's Point, Pefferlaw, Keswick and Sutton.

Each year during the summer and winter seasons, the Town adorns its historic downtowns with seasonal banners, adding to its aesthetic appeal. These banner designs also serve as an additional opportunity to elevate placemaking in each of these areas.



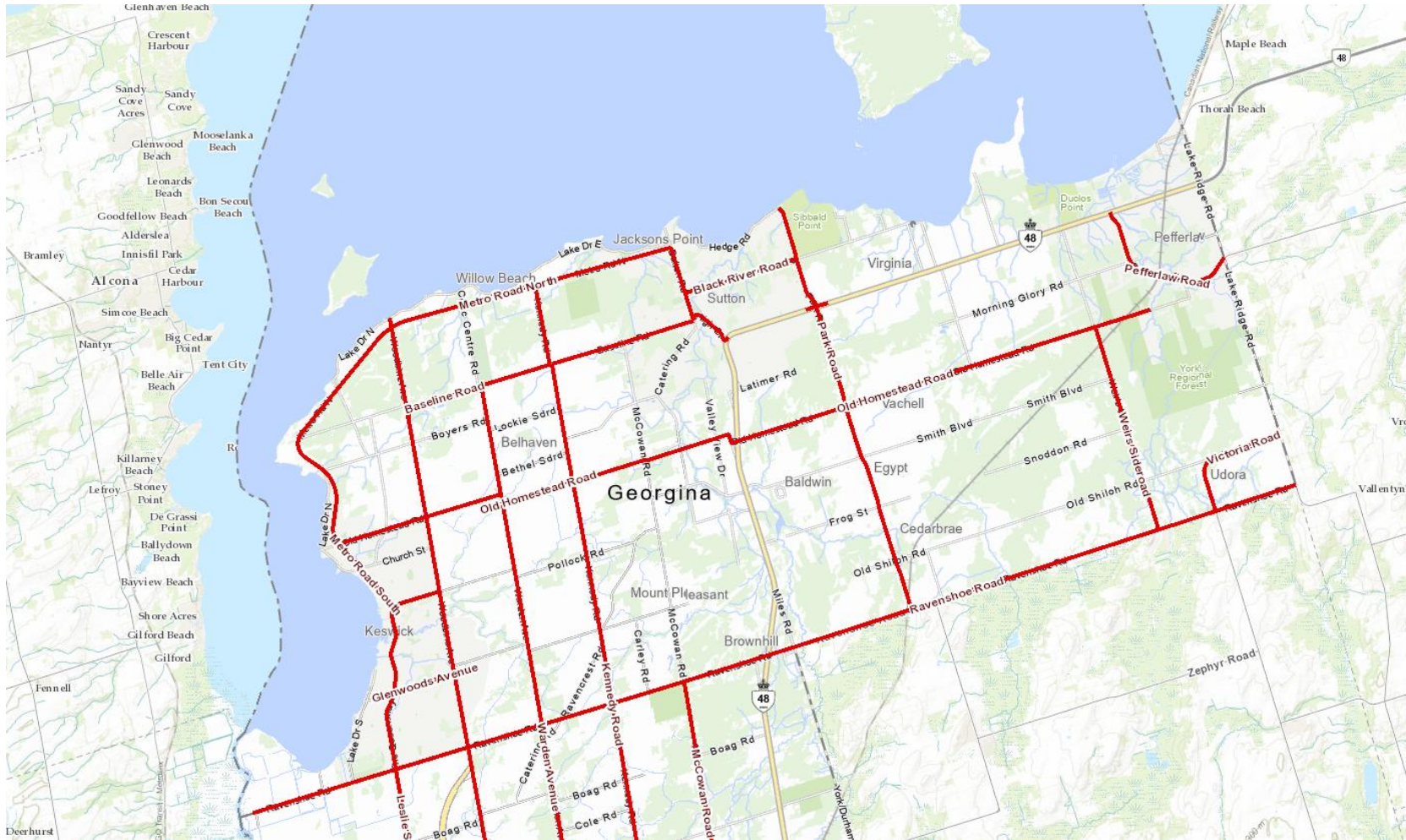
Downtown Banners

Types of Roads

Within the Town of Georgina, there are three categories of roads: Provincial, Regional, and Municipal. Maintenance and signage placement for each of these road types fall under the purview of the respective levels of government.

Recognizing budget and resource constraints, the Town of Georgina has determined that the deployment of tourism wayfinding signage should primarily focus on municipally and regionally owned roads, to provide a more cost-effective signage program and more detailed information on specific assets.

Wayfinding signage on provincially owned roads such as Hwy 48 will not be a focus within the strategy and will be considered as the need arises through the Canadian TODS program. The Town will continue to promote the use of this program to private sector tourism businesses. Similarly, the Town will also continue to work with York Region and promote the use of Regional signage programs for both private and public sector use



— Regional Roads*
 — Provincial Road: Highway 48

*Regional Roads: Ravenshoe Rd., The Queensway S., Metro Rd. S., Metro Rd. N., Woodbine Ave., Old Homestead Rd., Warden Ave., Kennedy Rd., Park Rd., Weirs Sideroad, Victoria Rd., Pefferlaw Rd., Black River Rd., Dalton Rd., Baseline Rd., High St., Morton Ave., Glenwoods Ave. (Woodbine Ave. to The Queensway S.).

Signage Audit

The Town of Georgina and Central Counties Tourism staff performed in-person driving and walking audits to assess clarity, cohesiveness, and location of existing physical signs to help determine if a visitor could intuitively orient themselves to key tourism assets. This was coupled with a review of the Town’s sign inventory and other wayfinding signs managed by York Region and the Province of Ontario. See [Appendix A](#) for Regional and Provincial sign details and [Appendix B](#) for Municipal sign details. This signage audit is crucial to ensuring that existing community and wayfinding signage is identified on GIS Mapping and updated to ensure the inventory is kept up to date. This mapping also ensures signage can easily be located by Staff or contractors when repairs or regular maintenance is required.

<p>Strengths</p> <ul style="list-style-type: none"> - A mix of wayfinding signs and community signs are currently installed in the Town of Georgina. - Signage Guidelines were developed and approved by the Town Council in 2015. 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Inconsistent design throughout. - Older signs are illegible and may not be AODA compliant. - Lack of cohesive identity and branding. - The Town’s many communities are largely disconnected due to the municipality’s large geographic area. - No waterfront gateway signage is currently installed, and the Town’s only municipal harbour has no wayfinding signage directing visitors into the community. - Increased budget and resources required to undertake a significant number of signage installations.
<p>Opportunities</p> <ul style="list-style-type: none"> - Existing signage can be refaced to create a consistent design. - Funding may be available for new wayfinding signage through grants and partnerships. - Construction of new facilities acknowledges the need to include a budget for new signage (Waterfront Parks Master Plan, Multi-use Recreation Complex, Replacement Civic Centre, and Pefferlaw Ice Pad and Sports Zone). - Sponsorship or advertising opportunities on marquee signs could add a revenue stream for the Town. 	<p>Threats</p> <ul style="list-style-type: none"> - Roads used by most tourists are Regional and will require approvals and permits for new signage installation. - Due to signage policies and criteria signage installations within the road allowances are limited. - Some points of Interest (POI) may close or move.

Existing Gateway and Community Entrance Signage

Georgina has one major gateway sign located at Woodbine Ave. and Ravenshoe Rd., and one smaller gateway sign at Lakeridge Rd. and Pefferlaw Rd.

Recommendation:

- The communities within Georgina have community entrance signs that have space at the bottom that can be utilized for wayfinding information. This hybrid design will be a cost-effective strategy to enhance wayfinding within Georgina.
- G = Gateway C= Community

Existing Gateway and Community Signage

Sign No.	Face	Road/Intersection	Traffic Heading	Condition
G1	Main entrance sign (Georgina)	Ravenshoe Rd. / Woodbine Ave.	East	Good
G2	Town of Georgina Welcome	Lakeridge Rd. / Pefferlaw Rd.	West	Needs to be replaced
C1	Jackson's Point Est. 1818 – Ontario's First Cottage Country	Dalton Rd. / Metro Rd.	North	Good
C2	Welcome to Keswick	Woodbine Ave. / Glenwoods Ave.	North	Update logo
C3	Welcome to Jackson's Point	Lake Dr. E. / Dalton Rd.	East	Update logo
C4	Welcome to Sutton	Baseline Rd. / Dalton Rd.	East	Update logo
C5	Welcome to Pefferlaw	Pefferlaw Rd. / Morning Glory Rd.	South	Update logo
C6	Welcome to Udora	Ravenshoe Rd. / Weir's Sideroad	East	Update logo
C7	Welcome to Willow Beach	Metro Rd. / Civic Centre Rd.	East	Good
C8	Willow Beach	Kennedy Rd. / Mahoney Rd.	North	Missing "Welcome to..."
C9	Welcome to Island Grove	Woodbine Ave. / Metro Rd. N.	North	Good
C10	Welcome to Island Grove	Metro Rd. / Lennox Ave.	East	Good
C11	Welcome to Island Grove	Metro Rd. N. / Elmwood Rd.	West	Good
C12	Welcome to Roches Point	Metro Rd. N. / Pine Post Rd.	North	Good
C13	Welcome to Ravenshoe	Ravenshoe Rd. / Ravencrest Rd.	East	Good
C14	Welcome to Jackson's Point	Metro Rd. / Salvation Army Rd.	East	Update logo

Major Directional

The major thoroughfares through Georgina have been identified as Ravenshoe Rd., Lake Ridge Rd. and Hwy. 48, with Woodbine Ave., identified as a preferred route to allow travellers better access to the commercial areas of town. Major directional signs are located along the main travel routes through the Town of Georgina. They start a visitor's journey to find the points of interest that pique their curiosity. Removable tab signs are included in the design of these signboards and are currently being utilized to identify service clubs that exist within the community or to alert drivers to ongoing events, e.g. Georgina Farmers' Market.

Recommendation:

- Major directional signs should have two posts and highlight a series of visitor points of interest with or without symbols, representing the types of activities visitors would most enjoy, directional arrows and text.
- They should be placed along corridors that are identified as municipal and regional roads and when additional funding becomes available, signage will be secured on Provincial roads through the Canadian TODS system.
- The Working Group also recognized there are lake access opportunities to bring people into the commercial areas of Georgina. To that end, two lake-facing signs have been recommended – one by the lighthouse in Jackson's Point and another on the break-wall near Krate's Marina. These will be unique features for the Town of Georgina and will present a welcoming environment for those on the lake.
- Introduce a sign design to identify service organizations and faith groups.

Existing Major Directional Sign Locations

Sign No.	Face	Location	Traffic Heading	Notes
MAJ1	De La Salle Beach Park, Willow Beach Park, North Gwillimbury Park	Woodbine Ave., / Baseline Rd.	North	
MAJ2	Pefferlaw Ice Pad, Pefferlaw Lions Community Centre, Georgina Public Library Pefferlaw Branch	Pefferlaw Rd. / Pete's Ln.	East/West	
MAJ3	North Gwillimbury Park, Willow Beach Park, De La Salle Beach Park	Woodbine Ave. / Metro Rd.	North	
MAJ4	De la Salle Beach Park, Willow Beach Park	Baseline Rd., / Kennedy Rd.	East	
MAJ5	De La Salle Beach Park, Willow Beach Park	Baseline Rd., / Civic Centre Rd.	East	
MAJ6	Uptown Keswick Business Area	Woodbine Ave. / Church St.	South	Reface with "Historic Uptown Keswick"
MAJ7	Uptown Keswick Business Area	Woodbine Ave. / Church St.	North	Reface with "Historic Uptown Keswick"
MAJ8	Uptown Keswick Business Area	Woodbine Ave. / Morton Ave.	South	Reface with "Historic Uptown Keswick"
MAJ9	Uptown Keswick Business Area	Woodbine Ave. / Morton Ave.	North	Reface with "Historic Uptown Keswick"

Minor Directional

Wherever the major directional signs are asking travellers to divert from the main roads, minor directional signs are erected at corresponding intersections to guide the visitors to their preferred point of interest.

Existing Minor Sign Locations

Sign No.	Face	Location	Traffic Heading	Notes
MIN1	Briars Resort and Spa, Briars Golf Club, Sibbald Point Park	Lake Dr. E. / Hedge Rd.	East	Temporary sign installed. A permanent sign needs to be installed.
MIN2	Jackson's Point Harbour, York Region Police Marine Unit, Ramada Resort and Spa, Bonnie Park, Malone Wharf	Lake Dr. E. / Lorne St.	East	Reface.
MIN3	Uptown Keswick Business Area	Morton St. / The Queensway S.	North	Reface with "Historic Uptown Keswick"

Canadian TODS Signs

The Town of Georgina currently pays for eight signs in four locations through the Canadian TODS program in addition to those signs specific to the ROC.

Existing Canadian TODS Sign Locations

Sign No.	Face	Location	Traffic Heading	Notes
TODS1	Jackson's Point Harbour	Hwy 48 and High St	North	\$400/year
TODS2	Jacksons Point Harbour	Hwy 48 and High St	South	\$400/year
TODS3	Georgina Farmer's Market	Hwy 48 and High St	North	\$400/year
TODS4	Georgina Farmer's Market	Hwy 48 and High St	South	\$400/year
TODS5	Downtown Sutton	Hwy 48 and High St	North	\$400/year
TODS6	Downtown Sutton	Hwy 48 and High St	South	\$400/year
TODS7	Downtown Pefferlaw	Hwy 48 and York Rd. 21	East	\$600/year
TODS8	Downtown Pefferlaw	Hwy 48 and York Rd. 21	West	\$600/year

Pedestrian Signs

The Town of Georgina installed one new pedestrian sign in De La Salle Beach Park in 2022.

Existing Pedestrian Sign Locations

Sign No.	Location	State
PED1	De La Salle Beach Park	Existing

Marquee Signs

The Town of Georgina installed four tourism marquee signs since 2019. These signs are currently installed at the Jackson's Point Parkette, Jackson's Point Harbour, Mill Pond Park and De La Salle Beach Park.

There are an additional three marquee signs that have been purchased and are awaiting installation. The marquee signs are recommended to be installed at Willow Beach Park, Historic Uptown Keswick Parkette and Historic Sutton Parkette.

Existing Marquee Locations

Sign No.	Style	Location	Condition
MR1	Wall mounted one-panel sign	Jackson's Point Harbour	Good
MR2	Three-panel sign	De La Salle Beach Park	Good
MR3	Wall mounted one-panel sign	Mill Pond Park	Good
MR4	One-panel sign	Jacksons Point Parkette	Good

Implementation

The Georgina Tourism and Wayfinding Strategy identifies signs that will guide visitors to the various points of interest that have been identified by the working group. Once the strategy is approved, the Economic Development and Tourism staff will be responsible for working with the Town’s Procurement Division to retain a company to design, fabricate, and install tourism and wayfinding signs, many of which will require approval and coordination with York Region.

The strategy will be implemented in a phased approach based on the following factors; a) greatest economic impact and brand exposure, b) paths most travelled, required for first-time users, c) address specific problems and needs, and d) project prioritization.

<p>Phase 1 Q2 2024 – Q3 2024</p>	<ul style="list-style-type: none"> ➤ Create and release requests to review signage guidelines and signage installation proposed for 2024 (signage guidelines to include design for service club logos, etc.) ➤ Educate current tourism operators about additional signage opportunities such as the Canadian TODS program, York Region Tourism Directional Sign Program and York Region Farm Fresh Tourism Signage Programs. ➤ Identify new opportunities for the display of service club logos from wayfinding signs to strengthen Georgina’s brand.
<p>Phase 2 Q3 2024 – Q4 2024 \$43,000</p>	<ul style="list-style-type: none"> ➤ Install purchased marquee signs. ➤ Install outstanding Community signage (ie Belhaven Signage, Pefferlaw at Lake Ridge and Pefferlaw Rd.) ➤ Prepare a business case for consideration as part of the 2025 budget deliberations for signage installations in 2025
<p>Phase 3 Q1 2025 – Q1 2027 Budget TBD</p>	<ul style="list-style-type: none"> ➤ Commence with the implementation of wayfinding signage to identified diversion routes. Prioritize based on budget considerations. ➤ Create a signage maintenance and refacing plan ➤ Design and purchase place-making banners. ➤ Identify and create a plan to direct transient watercraft slip tourists and visitors from Jackson’s Point Harbour to the historic downtown areas. ➤ Identify and create a strategy to install new gateway signs and entrance features for tourists entering Georgina by land and lake.

It is important to note additional actions Town staff will need to take to see this strategy come to fruition:

- ➔ Locations proposed are approximate given that further consultations with the appropriate road authority are required and permits must be obtained.
- ➔ Coordinate access with private property owners where signs are being proposed.
- ➔ Labels, icons, and designs all need to be proposed, created, designed and agreed upon to ensure AODA compliance.

Recommended Diversion Routes

The diversion routes recommended will increase economic impact throughout the Town of Georgina. The economic impact of tourism spending in a historic downtown area cannot be overstated. When visitors visit historic downtowns, they bring with them financial resources that create a ripple effect throughout the local community. Tourists spend money on accommodations, dining, shopping, and various services, infusing revenue into local businesses. This boost in economic activity often leads to the creation of new jobs, increased property values, and opportunities for additional investment by the public and private sectors. Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Diversion Routes to Historic Downtown Areas

Sibbald Point Provincial Park to Historic Downtown Sutton	Proposed
Sibbald Point Provincial Park to Historic Downtown Jackson’s Point	Proposed
Willow Beach Park to Historic Downtown Sutton	Proposed
Willow Beach Park to Historic Downtown Jackson’s Point	Proposed
Willow Beach Park to Historic Uptown Keswick	Proposed
De La Salle Beach Park to Historic Downtown Sutton	Proposed
De La Salle Beach Park to Historic Downtown Jackson’s Point	Proposed
De La Salle Beach Park to Historic Uptown Keswick	Proposed
Hwy 48 to Historic Downtown Pefferlaw	Existing TODS sign + proposed signs to complete route
Hwy 48 to Historic Downtown Jackson’s Point	Proposed TODS sign to Historic Jackson’s Point
Hwy 48 to Historic Downtown Sutton	Existing TODS sign
Lake Ridge Rd. to Historic Downtown Pefferlaw	Proposed gateway sign with tab to identify Historic Uptown Keswick
Ravenshoe Rd. and Woodbine Rd. to Historic Uptown Keswick	Proposed
Ravenshoe Rd. and Leslie Rd. to Historic Uptown Keswick	Proposed

Other Diversion Routes

Moving Visitors into the Town of Georgina	Moving Visitors within the Town of Georgina
Major community gateways to Marinas	Marinas to Historic Downtown Areas
Major community gateways to Sports Facilities and Dog Parks	Sports Facilities and Dog Parks to Historic Downtown Areas
Major community gateways to Art and Culture landmarks	Art and Cultural Landmarks to Historic Downtown Areas
Major community gateways to Golf Courses	Golf Courses to Historic Downtown Areas
Major community gateways to the Visitor Information Centre	Visitor Information Centre to Historic Downtown Areas
Major community gateways to Hiking and Cycling Trails	Hiking and Cycling Trails to Historic Downtown Areas
Major community gateways to Boat Launches and Canoe/Kayak Put-in locations	Boat Launches and Canoe/Kayak Put-in locations to Historic Downtown Areas

DRAFT

Sibbald Point Provincial Park to Historic Downtown Sutton

This route is recommended to redirect visitors leaving the Provincial Park and encourage them to visit Sutton’s historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Sibbald Point Provincial Park	MIN18	New Minor Sign
B	Black River Rd. and Park Rd.	MIN4	New Minor Sign
C	Black River Rd. and Dalton Rd.	MIN5	New Minor Sign
D	High St. and Dalton Rd.	MIN6	New Minor Sign

Notes:

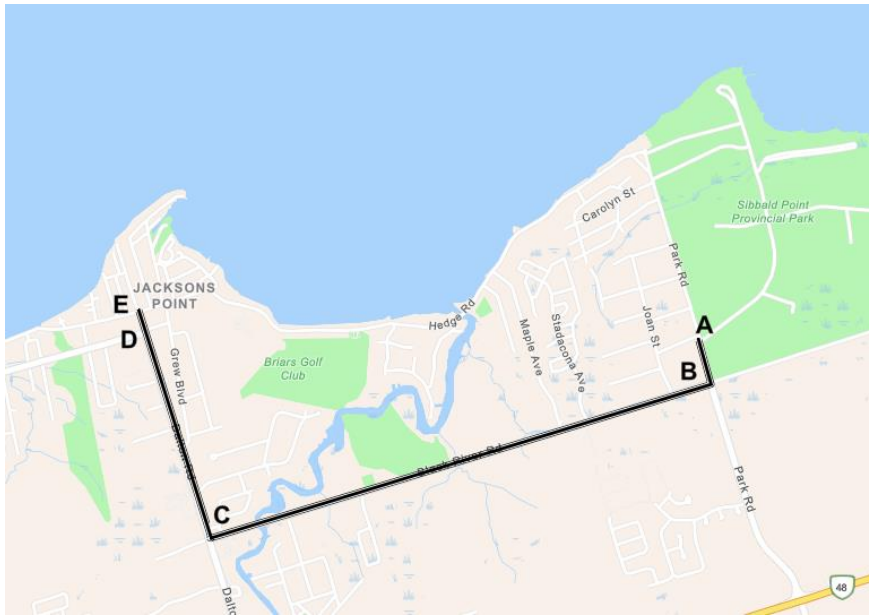
All proposed signs are located on Regional roads and will require permits.

New Minor signs required for this route: 4

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Sibbald Point Provincial Park to Historic Downtown Jackson’s Point

This route is recommended to redirect visitors leaving the Provincial Park and encourage them to visit the Jackson’s Point historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Sibbald Point Provincial Park	MIN18	New Minor Sign
B	Black River Rd. and Park Rd.	MIN4	New Minor Sign
C	Black River Rd. and Dalton Rd.	MIN5	New Minor Sign
D	Metro Rd. and Dalton Rd.	C1	Existing Community
E	Lake Dr. and Dalton Rd.	C3	Existing Community

Notes:

All proposed signs are located on Regional roads and will require permits.

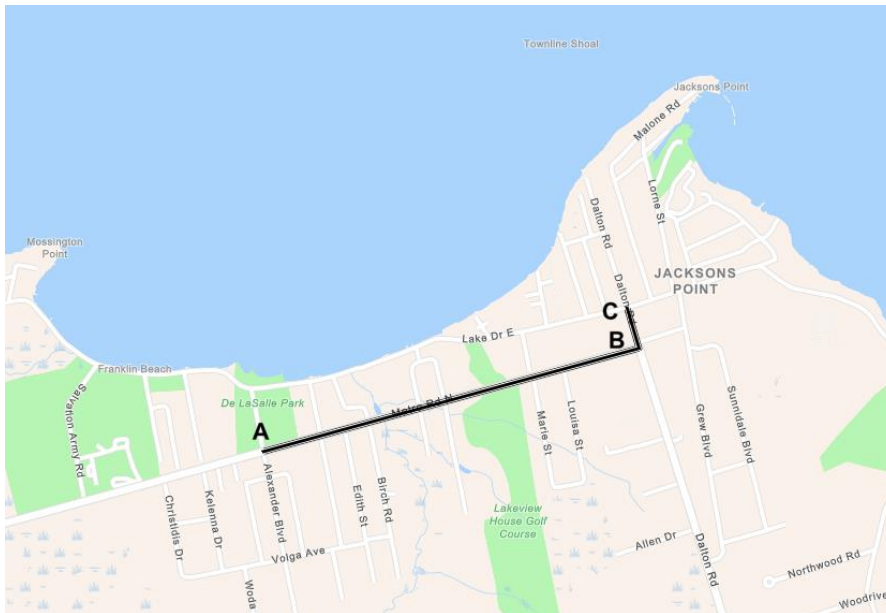
New Minor signs required for this route: 3

The existing Community sign needs to be updated: C3

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

De La Salle Beach Park to Historic Downtown Jackson’s Point

This route is recommended to redirect visitors leaving De La Salle Beach Park and encourage them to visit the Jackson’s Point historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	De La Salle Beach Park	MIN7	New Minor Sign
B	Metro Rd. and Dalton Rd.	MIN8	New Minor Sign
C	Lake Dr. and Dalton Rd.	C3	Existing Community Sign

Notes:

All proposed signs are located on Regional roads and will require permits.

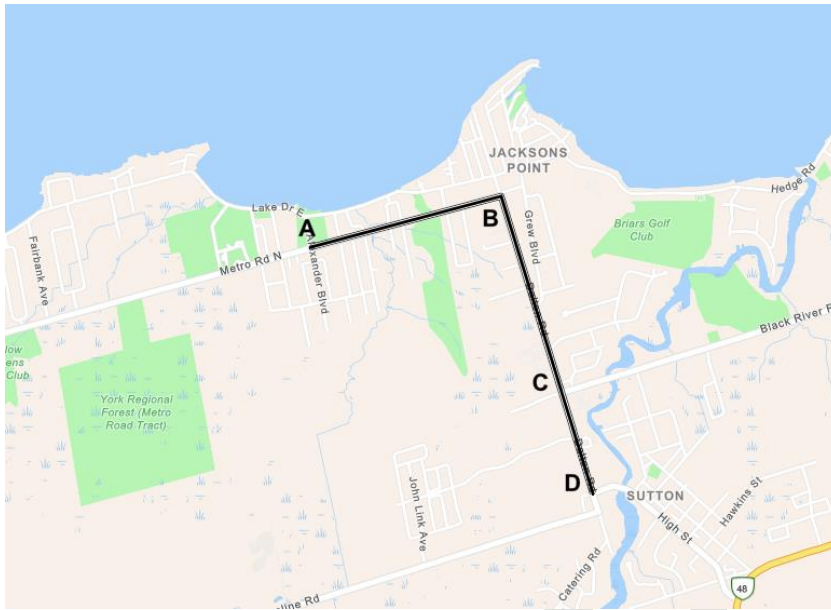
New Minor signs required for this route: 2

The existing Community sign needs to be updated: C3

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

De La Salle Beach Park to Historic Downtown Sutton

This route is recommended to redirect visitors leaving De La Salle Beach Park and encourage them to visit Sutton’s historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	De La Salle Beach Park	MIN7	New Minor Sign
B	Metro Rd. and Dalton Rd.	MIN8	New Minor Sign
C	Black River Rd. and Dalton Rd.	MIN9	New Minor Sign
D	High St. and Dalton Rd.	MIN6	New Minor Sign

Notes:

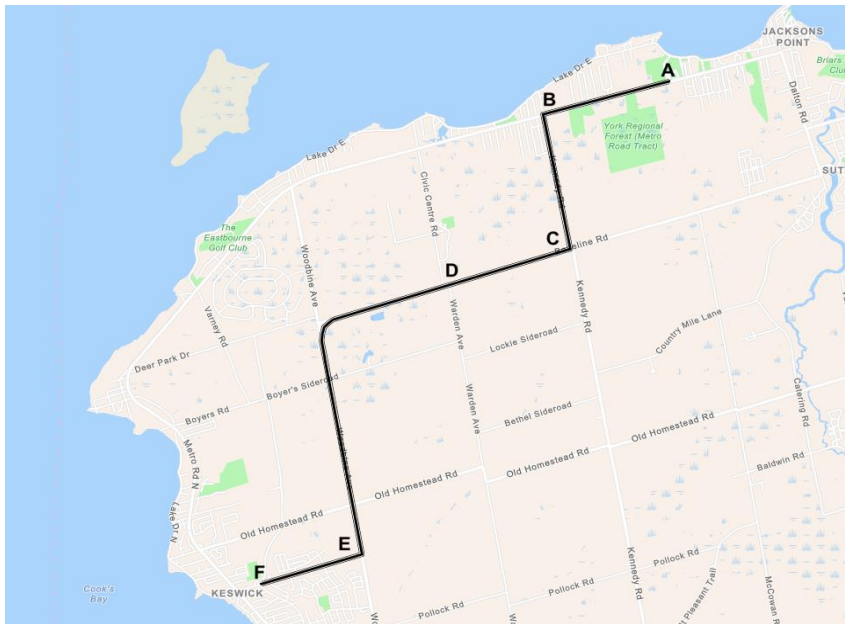
All proposed signs are located on Regional roads and will require permits.

New Minor signs required for this route: 4

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

De La Salle Beach Park to Historic Uptown Keswick

This route is recommended to redirect visitors leaving De La Salle Beach Park and encourage them to visit Keswick's historic uptown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	De La Salle Beach Park	MIN7	New Minor Sign
B	Kennedy Rd. and Metro Rd.	MIN10	New Minor Sign
C	Kennedy Rd. and Baseline Rd.	MAJ11	New Major Sign
D	Civic Centre Rd. and Baseline Rd.	MAJ12	New Major Sign
E	Church St. and Woodbine Ave.	MAJ6	Existing Major Sign
F	Church St. and The Queensway S.	MIN11	New Minor Sign

Notes:

All proposed signs are located on Regional roads and will require permits.

New Minor signs required for this route: 3

New Major signs required for this route: 2

The existing Major sign needs to be updated: MAJ6

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Willow Beach Park to Historic Downtown Sutton

This route is recommended to redirect visitors leaving Willow Beach Park and encourage them to visit Sutton’s historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Willow Beach Park	MIN12	New Minor Sign
B	Metro Rd. and Kennedy Rd.	MIN13	New Minor Sign
C	Metro Rd. and Salvation Army Rd.	C14	Existing Community Sign
D	Metro Rd. and Dalton Rd.	MIN8	New Minor Sign
E	Black River Rd. and Dalton Rd.	MIN9	New Minor Sign
F	High Street and Dalton Rd.	MIN6	New Minor Sign

Notes:

All proposed signs are located on Regional roads and will require permits.

New Minor signs required for this route: 5

Wayfinding tab can be added to a Community sign: C14

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Willow Beach Park to Historic Downtown Jackson’s Point

This route is recommended to redirect visitors leaving Willow Beach Park and encourage them to visit Jackson Point’s historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Willow Beach Park	MIN12	New Minor Sign
B	Metro Rd. and Kennedy Rd.	MIN13	New Minor Sign
C	Metro Rd. and Salvation Army Rd.	C14	Existing Community Sign
D	Metro Rd. and Dalton Rd.	MIN8	New Minor Sign
E	Lake Dr. E. and Dalton Rd.	C3	Existing Community Sign

Notes:

All proposed signs are located on Regional roads and will require permits.

New Minor signs required for this route: 3

The existing Community sign needs to be updated: C3

Wayfinding tab can be added to a Community sign: C14

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Willow Beach Park to Historic Uptown Keswick

This route is recommended to redirect visitors leaving Willow Beach Park and encourage them to visit Keswick’s historic uptown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Willow Beach Park	MIN12	New Minor Sign
B	Metro Rd. and Civic Centre Rd.	MIN14	New Minor Sign
C	Civic Centre Rd. and Baseline Rd.	MIN15	New Minor Sign
D	Church St. and Woodbine Ave.	MAJ6	Existing Major Sign
E	Church St. and The Queensway S.	MIN11	New Minor Sign

Notes:

All proposed signs are located on Regional roads and will require permits.

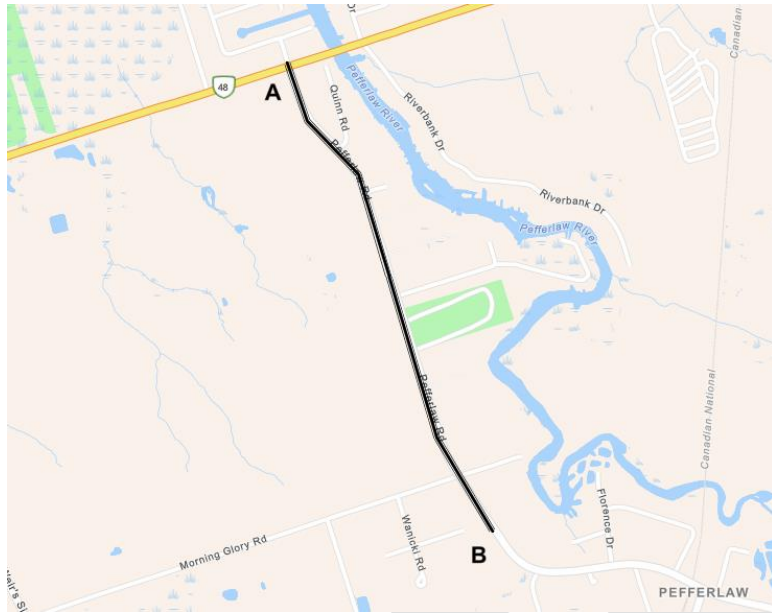
New Minor signs required for this route: 4

Existing Major sign needs to be updated: MAJ6

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Hwy 48 to Historic Downtown Pefferlaw

This route is recommended to redirect visitors travelling through Georgina on Hwy 48 and encourage them to visit Pefferlaw’s historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Hwy 48 and Pefferlaw Rd.	TODS7 and TODS8	Existing TODS
B	Pefferlaw Rd. and Morning Glory Rd.	C5	Existing Community Sign

Notes:

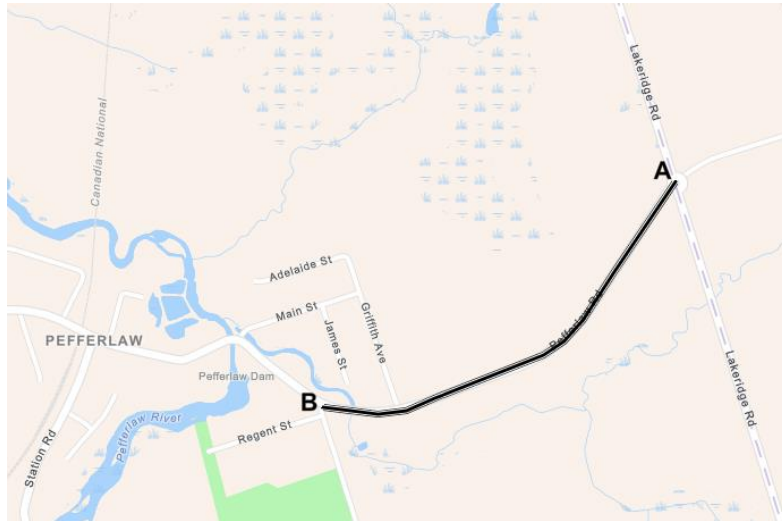
Maintain two TODS signs on Hwy 48: TODS7 and TODS8 which cost \$800 + tax annually (2023 Data).

A wayfinding tab can be added to the Community sign: C5

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Lake Ridge Rd to Historic Downtown Pefferlaw

This route is recommended to redirect visitors traveling through Georgina using Lake Ridge Rd and encourage them to visit Pefferlaw’s historic downtown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Lake Ridge Rd and Hwy 48	G2	Existing Gateway
B	Pefferlaw Rd and Petes Lane	MAJ2	Existing Major Sign

Notes:

The existing Gateway sign needs to be updated: G2

The existing Major sign needs to be updated: MAJ2

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Ravenshoe Rd and Leslie to Historic Uptown Keswick

This route is recommended to redirect visitors entering Georgina from East Gwillimbury and encourage them to visit Keswick’s historic shopping areas on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Leslie Rd. and Ravenshoe Rd.	G3	New Gateway
B	The Queensway S. and Glenwoods Ave.	MIN16	New Minor Sign
C	The Queensway S. and Morton Ave.	MIN17	New Minor Sign

Notes:

All proposed signs are located on Regional roads and will require permits.

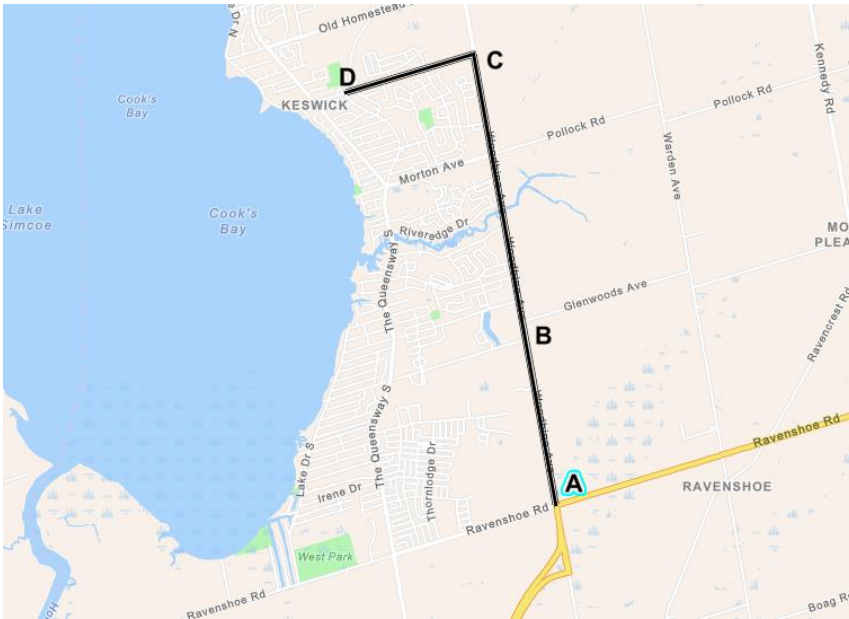
New Minor signs required for this route: 2

New Gateway sign required for this route: 1

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Ravenshoe Rd and Woodbine to Historic Uptown Keswick

This route is recommended to redirect visitors travelling through Georgina and encourage them to visit Keswick’s Historic Uptown on their way to their next destination.



Map Point	Location	Sign Number	Sign Type
A	Ravenshoe Rd. and Woodbine Ave.	MAJ10	New Major Sign
B	Woodbine Ave. and Glenwoods Ave.	C2	Existing Community Sign
C	Woodbine Ave. and Morton Rd.	MAJ9	Existing Major Sign
D	Morton Rd. and The Queensway S.	MIN3	Existing Minor Sign

Notes:

New Minor signs required for this route: 1

New Major signs required for this route: 1

Existing Major sign needs to be updated: MAJ9

A wayfinding tab can be added to the existing Community sign: C2

Please refer to [Appendix C](#) for a map outlining the tourism and wayfinding signs associated with the proposed diversion routes to the Historic Downtown Areas.

Signage Designs

Existing Wayfinding Signage Design

The existing design for community, major directional and minor directional signs can be improved to enhance their visual appeal, create a consistent design standard and add icons that overcome linguistic barriers.



Proposed Wayfinding Signage Design

The existing sign designs for the community signs and major and minor signs lend themselves to easy modifications to become wayfinding signs. Making these modifications will fulfill the strategy's requirements at a fraction of the cost of installing new signs. Below is an example of how to modify a sign. It is recommended that before any wayfinding signage is updated or installed, the Town of Georgina Signage Guidelines should be reviewed and updated to ensure a cohesive design is approved, following current AODA guidelines, that enhances Georgina's brand. The review is proposed in phase one of the implementation plan (see page 26).



These designs are not final and are subject to change with the signage design update.

Appendix

Appendix A - Existing Regional and Provincial Signs

Provincial

Along the Provincial highways approaching and within the municipality, there are a small number of blue, Canadian Tourism-Oriented Directional Signs (C-TODS) leased by the Town of Georgina and Georgina businesses. This program is supervised and delivered by the Province of Ontario's Ministry of Tourism, Culture and Sport and regulated by the Ministry of Transportation of Ontario (MTO). These signs assist motorists with finding attractions, operations, and services off the MTO provincial highways. These nationally recognized signs with icons are designed to provide advanced warnings of turns to tourism-ready businesses on a province-wide basis.

The main issue with these signs is that unless it is a straight line from the turning point from the provincial road to the attraction, there is no further directional signage on the regional and municipal roads to direct vehicles to their final destination.

Notes:

Businesses and attractions that meet certain criteria may apply through the Canadian Tourism Oriented Directional Signs organization to have this type of signage installed. There is an annual lease fee.



Canadian Tourism-Oriented Directional Signs

Regional

York Farm Fresh

It is recommended that the Town of Georgina promotes this program to eligible Agri-tourism businesses to increase regional wayfinding throughout the community.

Businesses and attractions that meet certain criteria may apply to have this type of signage installed. There is an annual lease fee.

York Region Tourism Directional Signs

York Region's many attractions and visitor services are an important part of the Region's economy. Tourism directional signs increase the visibility of these attractions to all travellers.

Businesses and attractions that meet certain criteria may apply to have this type of signage installed. There is an annual lease fee.

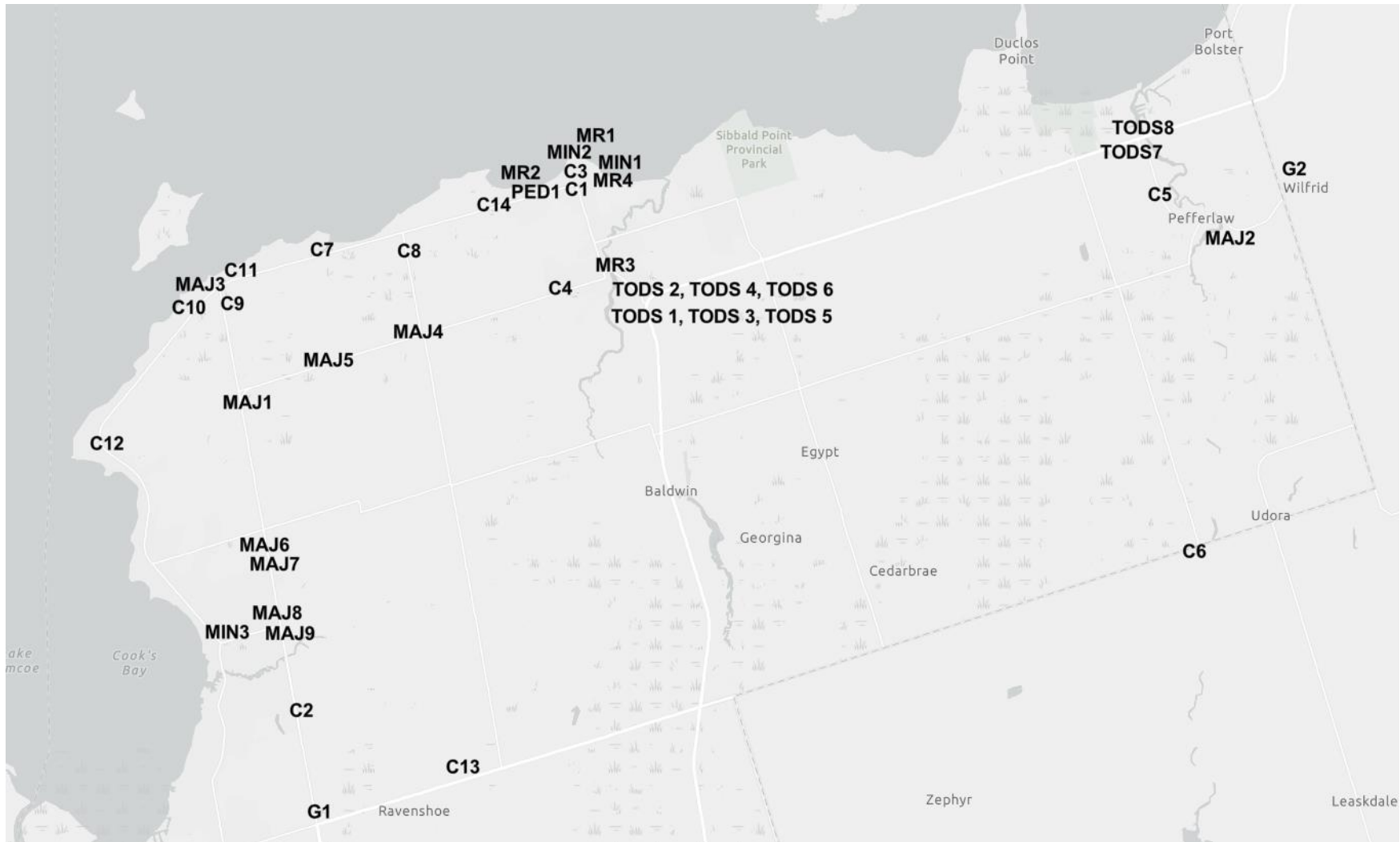
York Region Trail Signs

York Region maintains several trails throughout Georgina, marked by York Region Trail signs. Trails are identified as a tourism Point of Interest and attract a large number of tourists throughout the year.

York Region is responsible for the maintenance and design of these signs.

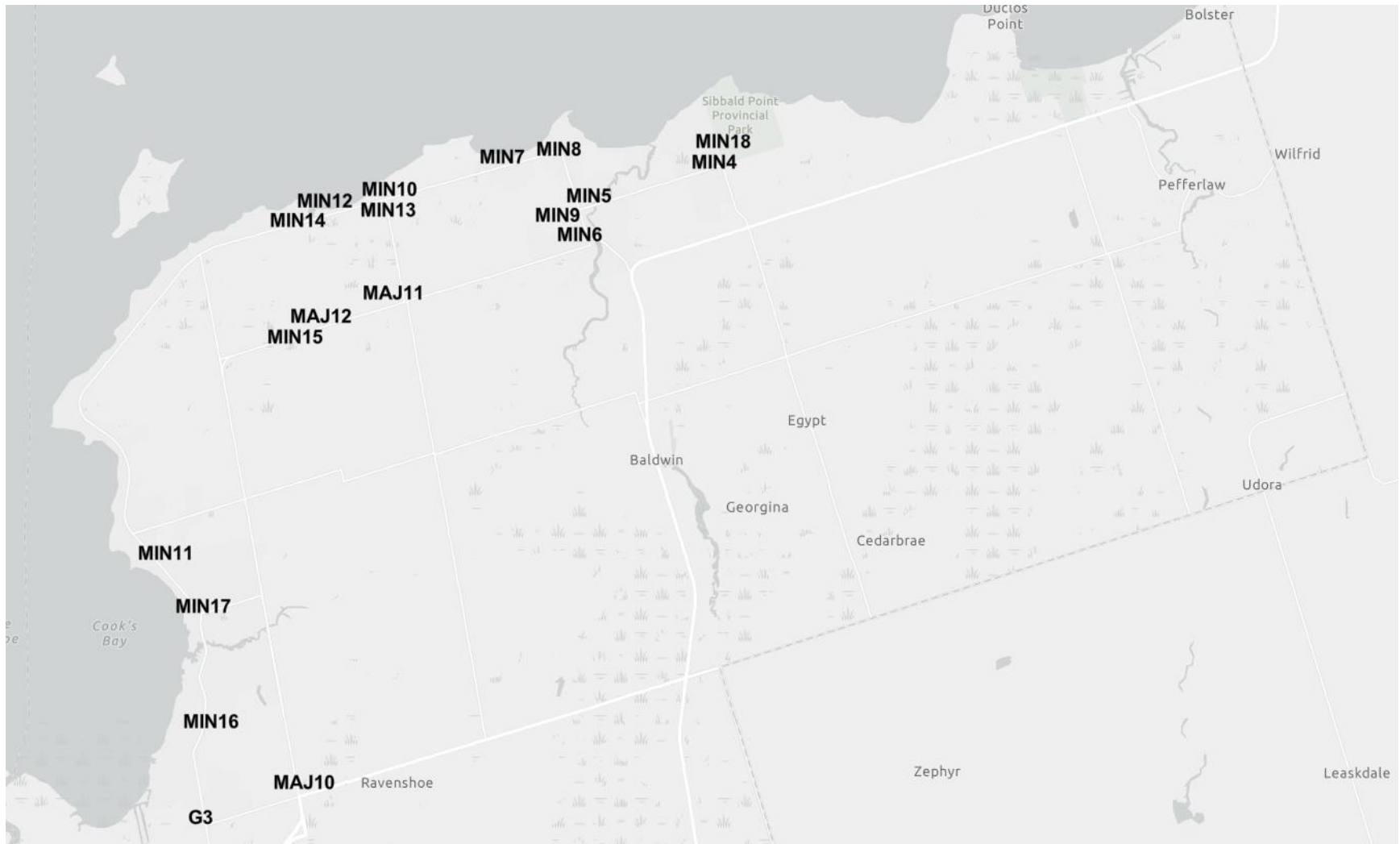


Appendix B – Map of Existing Tourism and Wayfinding Signs and Marquees



The locations indicated above are approximate. Please refer to the Signage Audit on pg.20 for the description of sign numbers.

Appendix C – Map of Proposed Tourism and Wayfinding Signs



The locations indicated above are approximate. Please refer to Recommended Diversion Routes on pg.28 for the description of sign numbers.