

The Wayfinding Strategy was adopted by Council in 2019.

Wayfinding is the process of using and organizing information to find one's way in the built and natural environment. The County of Brant identified there was a need for consistent signage to assist residents and visitors to navigate to the various communities and destinations in the County. In addition, the County has committed to accessible and age friendly infrastructure which includes all signage.

The strategy includes the following sign types:

### **Gateway Signs**

Gateway signs welcome visitors and residents into the County of Brant. Large gateway signs will be located on Provincial Highway 403. Smaller gateway signs will be located on the boundary lines of the County.

### **Community Identification**

Community identification signs welcome residents and visitors to individual communities located within the County of Brant.

### **Directional**

Directional signs provide directions to nearby communities within and outside of the County, facilities and Grand River Conservation areas.

### **Highway Confirmation**

Highway confirmation signs are smaller signs located on the highway to identify nearby amenities and attractions.

### **Directional Pedestrian**

Directional pedestrian signs are designed to assist pedestrians and drivers to navigate the downtown areas. Signage will include tourism and heritage destinations, as well as, County of Brant facilities.

### **Directional Neighbourhood**

Directional neighbourhood signs will assist drivers through neighbourhoods to intended destinations and will be located along routes that deviate from the primary travel routes.

### **Themed Tours**

Themed tour signs direct visitors along an intended themed route with featured tourism and heritage destinations along the way.

The implementation of the Wayfinding Strategy began in 2019 and is expected to be complete in 2022. For more information about the Wayfinding Strategy, visit [www.brant.ca/plans](http://www.brant.ca/plans).