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RE: Find Your Way to Kentville

KENTVILLE, NOVA SCOTIA - This month, in an effort to increase awareness about the many recreation opportunities that the Town of Kentville has to offer, Kentville's Department of Parks and Recreation started the installation of 119 identification signs on recreation facilities, parks and trails as well as on major streets.

This project began in 2014 with the goal of getting people out of their cars and active. The Town's branding project occurred in 2015, and the Wayfinding project continued in 2016 with the new brand and logo. This program was made possible with a grant of \$20 000 from the Connect2 program through the Nova Scotia Department of Energy.

"Our facilities, including green spaces and trails, are spread throughout the Town, and in some cases were difficult to identify," said Mark Phillips, Chief Administrative Officer of the Town of Kentville. "The Wayfinding signs make it clear which are public spaces, and make it easier for residents and visitors to attend important public meetings and exciting recreation events."

Symbols and infographics have been used to support those with low or no literacy, or who have a language barrier. All routes that are wheelchair accessible are marked, including side trails off of the main active transportation route. The Wayfinding system has been put through a gender lens, ensuring that – for example – all exit points are marked on trails, washroom facilities are readily located and found on the map, emergency numbers are posted and civic addresses are visible.

"This project has exceeded all expectations and will transform Kentville, both from a visual context and a sense of safety, identity, pride. We can't wait to see how the rest of the program will roll out over the next few weeks, including trail signs, park descriptions and history, and major facilities signs," said Rachel Bedingfield, Director of Parks and Recreation for the town. "Through this project, we feel that we are helping people to move through our streets and trails more easily, and help even more people access recreation in the Town of Kentville."

For more information of the Wayfinding project, contact:

Rachel Bedingfield, Director of Parks and Recreation, 902-679-2541, rbedingfield@kentville.ca

Examples of Wayfinding Signs in Kentville:

