



Wayfinding Plan Backgrounder

What is this project about?

The City of Whitehorse is developing a **Wayfinding Plan** to enhance how people navigate the city, discover points of interest, and connect with the community. The plan will identify key signage types, mapping elements, and installation logistics.

This project is being developed in **collaboration with the Kwanlin Dün First Nation (KDFN) and the Ta'an Kwäch'än Council (TKC)**. It also includes input from the Yukon Government, local businesses, tourism organizations, and community and heritage associations.

The Wayfinding Plan will:

- Highlight attractions and community hubs, such as the Visitor Information Centre, museums, historical, heritage and natural sites, and commercial districts.
- Integrate **First Nations history, themes, language, and cultural elements** throughout the signage and design.
- Reflect the transformation of downtown Whitehorse over the past decade and celebrate the city's growing cultural diversity.



What is included in the project?

- Develop a cohesive plan to improve **navigation and accessibility** for residents and visitors.
- Design signage concepts and determine appropriate **signage types and installation locations**.
- Establish a system for **signage maintenance, updates, and business signage requests** in collaboration with other City departments.
- Identify **next steps for implementation**, including continued collaboration with KDFN and TKC on interpretive content and cultural storytelling.

Who will be consulted?

Three main groups will guide and shape this work:

1. **Kwanlin Dün First Nation and Ta'an Kwäch'än Council** will participate through a dedicated Wayfinding working group and by inviting citizens to a **design workshop** to guide signage aesthetics and cultural representation.
2. **Key stakeholders** – including small business organizations, municipal and territorial government departments, tourism associations, and heritage groups – will be involved through the working group.

3. **The public** will be consulted through three **Town Hall sessions**:

- One Town Hall for KDFN citizens
- One for TKC citizens
- One for the general public

Each session will present design options and potential signage locations.

What is the process?



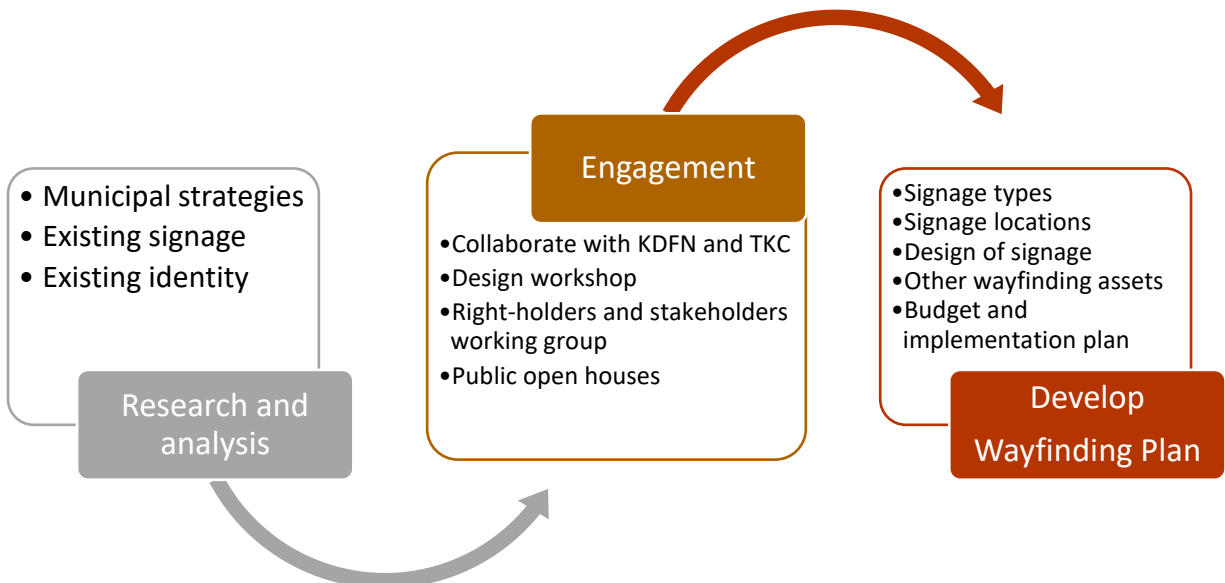
The City has contracted **Behrends Group**, a firm specializing in signage design and implementation, to support the project. The planning process will run until late fall 2025.

From the outset, the City has been working closely with KDFN and TKC, including preparing for a **design workshop** specifically for KDFN and TKC artists.

Throughout the design phase, a **working group of rights-holders and stakeholders** will meet to advise on signage types, locations, and support for local businesses wishing to participate.

In early fall, the City will present **two to three signage design options** to the public for feedback. A final Wayfinding Plan will be completed by **late November 2025**, and will include:

- Finalized signage design
- Installation locations
- A costed implementation and maintenance plan
- Guidance for ongoing collaboration with City departments and Indigenous partners



Contact

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