To: Chair and Members  
   Public Works, Infrastructure & Environment Committee  
   Outstanding Business Item No. J and Issue: MTO Highway Signs (Airport), etc.  
   PW06026

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Re: Ministry of Transportation Highway Signs & Airport Route Signing (PW06026) 
   (City Wide)

Council Direction:
Staff was directed to investigate and report back regarding Airport & Tourism signing on 
Provincial Highways with the Ministry of Transportation, Ontario (MTO) and Tourism 
Hamilton.

Information:
Tourism Signing
Tourism signing across the Province of Ontario is consistent and is known as Tourism 
Oriented Directional Signing (TODS). For locations to be considered for Provincial 
Highway signing to be installed by the Province's contractor, trailblazing must exist on 
the local road system and available space on the highway signing. Staff have also 
contacted Tourism Hamilton about TODS directional signing in the City.

The City of Hamilton has a Council approved Signing Policy for Tourism, 
Essential/Emergency Services and Special Events that works in conjunction with the 
Provincial TODS program. TODS' signs provide direction from the Provincial Highways 
to various facilities within the City. The primary goal for using these signs is to assist 
omotorists in "wayfinding". A secondary and recognized component of the TODS signing 
is advertising value which some facilities may realize. This is a secondary purpose and 
should not supersede the primary goal of wayfinding.

The TODS program is somewhat of a partnership between the City and Canadian 
TODS Ltd., the company that reviews the applications and installs the signs on behalf of 
the Province. Applicants must meet the criteria and be approved by Canadian TODS 
before signing on City of Hamilton roadways can be considered.

Currently the City of Hamilton pays TODS for directional signing on Provincial Highways 
to these facilities: Battlefield House, Chedoke Golf Course, Children’s Museum, 
Convention Centre, Copps Coliseum, Dundurn Castle, Erland Lee Home (Museum),
Hamilton Farmers’ Market, Hamilton Place, King’s Forest Golf Course, Steam & Technology Museum, and Whitehern Historical House.

Other tourist attractions that have TODS in the City of Hamilton are Ancaster Fairgrounds, Art Gallery of Hamilton, Canadian Football Hall of Fame, Canadian Marine Discovery Centre, Canadian Warplane Heritage Museum, Christie Conversation Area, Dundas Downtown BIA, Dundas Valley Conservation Area, Haida N.H.S.C., McMaster Museum of Art, Rockton Fairgrounds, Theatre Aquarius, Valens Conservation Area, Westfield Heritage Village, and Workers’ Arts & Heritage Centre. There are also many other TODS signs for various private facilities in the City of Hamilton.

Airport Route Signing

In addition to the Council request regarding airport signing, staff from The John C. Munro Hamilton International Airport also contacted this office in late 2004 requesting changes to the existing Airport Routes. These changes have been requested due to the opening of Highway 6 New. The changes to the Airport Routes will be broken into two phases. Phase 1 will be implemented by April 30, 2006 and Phase 2 will be implemented in the Fall of 2007 upon the opening of The Red Hill Valley Parkway.

The Airport has also requested logo changes to these signs. The new “HI” logo will be implemented on all signs that will remain after the completion of Phase 2.

Phase 1

The first changes will direct traffic from Wilson, Garner & Fiddler’s Green to use Highway 403 and Highway 6 New to access the airport. These changes will give passengers traveling to the airport from west of the airport a consistent and potentially quicker route. The Ministry of Transportation, Ontario (MTO) has already revised signing on Highway 52 and Fiddler’s Green to direct travelers to use Highway 403 East.

The route markers on White Church Road will be revised to direct airport traffic south on Upper James to Highway 6 New. This route will create a quicker route to access the airport and remove these vehicles from traveling through the developed area of Airport Road in Mount Hope.

Route markers that currently exist on Dundurn Street will be revised to direct traffic onto Highway 403 West via King Street. This change will direct these vehicles away from the downtown core, the Claremont Access and Upper James Street.

Phase 2

Upon completion of The Red Hill Valley Parkway, vehicles east of the airport will be directed off Centennial Parkway and out of the downtown core to use the expressway. The Airport has contacted the MTO to revise the signing on the QEW to use the Red Hill Valley Parkway and will also contact the MTO to revise the overhead signing at the west end of the ‘Linc’ to direct airport bound traffic to use Highway 403 West to Highway 6 South. If the MTO agrees to this change, airport traffic will be redirected from Upper James to continue on the ‘Linc’ to Highway 403. This change will make a more consistent route to the airport for all travelers. The existing signing to the airport on Upper James north of the ‘Linc’ will be revised to direct traffic onto the ‘Linc’. The existing signing on Upper James south of the ‘Linc’ will remain.

The airport signing that exists in the east end of lower city will be removed. Airport signage in the downtown core will be revised to direct traffic to Highway 403.
Summary

Tourism signing in the City meets the provincial standards and guides visitors to the various facilities in the area.

The proposed Airport route changes have been made in conjunction with John C. Munro Hamilton International Airport staff. The route changes will be cost shared with the airport on a 50/50 basis. There is sufficient funding in the traffic signing accounts to cover the City's share for these route changes. Locations where only airport logo decals are changed will be funded entirely by the Airport. The Phase 2 of these changes will address Councillor Mitchell's concerns for Airport traffic being removed from Centennial Parkway.

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