TO: Chair and Members  
Economic Development and Planning Committee

WARD(S) AFFECTED: CITY WIDE

COMMITTEE DATE: February 2, 2010

SUBJECT/REPORT NO:  
Lincoln Alexander Parkway and Redhill Parkway Road Signage Fees (PED10015)

SUBMITTED BY:  
Tim McCabe  
General Manager  
Planning and Economic Development Department

PREPARED BY:  
Kathy Dunn (905) 546-2425 ext. 5585

SIGNATURE:

RECOMMENDATION:

That Council approve the fees for the Logo Program for the Lincoln Alexander Parkway and Redhill Parkway effective January 1, 2010, as follows:

(a) Annual pricing:

(i) Mainlines / Ramps $2,500
(ii) Trailblazing $ 200

EXECUTIVE SUMMARY

With the completion of the Redhill Parkway, the City of Hamilton has the opportunity to provide wayfinding signs for visitors to Hamilton, through the Logo Program of the Tourism Sign Program. Tourism signing will follow the same look, eligibility criteria, approval process and fee structure as the program administered by the Province of Ontario, through the “Tourism Highway Signing Policy” and Logo Sign Policy.”
The Sign Program will provide Hamilton businesses with more opportunities to capture visitors who are driving through the City and convert those visitors into customers, thereby increasing the economic impact of visitors using Hamilton’s major roads.

Tourism Hamilton, working in conjunction with the Operations and Maintenance Division of the Public Works Department, will be responsible for administering tourism-related sign programs. The program will provide wayfinding signs for residents and visitors while providing a service to Hamilton businesses and producing new revenues for the City. Under the program, signs will be available for attractions, food establishments, fuel outlets and accommodation operators who meet specific criteria of the program.

**FINANCIAL / STAFFING / LEGAL IMPLICATIONS** (for Recommendation(s) only)

**Financial:** The sign program will be administered as a fee for service program, at no cost to taxpayers, with any excess revenues going back into the Tourism Hamilton budget.

**Staffing:** N/A

**Legal:** N/A

**HISTORICAL BACKGROUND** (Chronology of events)

The City presently has a policy entitled “Policy for Roadway Signing for Tourism, Essential/Emergency Services and Special Events” that was approved by Regional Council on October 6, 1998, (see Appendix “A” to Report PED10015). This policy works in conjunction with the Provincial Sign Program called “Tourism Oriented Directional Signing (TODS)” and the “Logo Sign Policy”. The City’s policy allows for tourism signs and logo signs (for food, fuel and accommodations) on the Lincoln Alexander Parkway and the Redhill Valley Parkway. Therefore, the sign program is already approved and in place. Council must approve the new fees to be charged.

**POLICY IMPLICATIONS**

Policy for Roadway Signing for Tourism, Essential/Emergency Services and Special Events” (RDS98203) that was approved by Regional Council on October 6, 1998,

**RELEVANT CONSULTATION**

Public Works Department, Traffic Engineering Section, Environment and Sustainable Infrastructure Division
Corporate Services Department, Finance Division
ANALYSIS / RATIONALE FOR RECOMMENDATION
(include Performance Measurement/Benchmarking Data, if applicable)

Hamilton’s Tourism Oriented Destination Signs (TODS) and “Logo Sign Policy” regulations, criteria, eligibility and fee structure are in line with the Province of Ontario’s signing policy as set out in the Provincial Sign Program. The fees charged would be consistent with the industry and would also cover the expenses of administering the program. The recommendation included in this report will enhance a traveller’s visit to the City by improving wayfinding signs for essential services, such as food, fuel and accommodations. It will further provide a consistent set of criteria and eligibility requirements for signing requests.

The recommendation is consistent with the approved Policy for Roadway Signing for Tourism, Essential/Emergency Services and Special Events (RDS98203) and with the Provincial Sign Program.

ALTERNATIVES FOR CONSIDERATION:
(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

Council could decide to not allow tourism signs on the Lincoln Alexander Parkway and Redhill Parkway.

Alternatively, Council could decide to set the fees for the signs at a higher level to recognize the value of the opportunity to have signs on municipal roads.

CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)

Growing Our Economy
- An improved service/exposure for our business.

Financial Sustainability
- A new source of revenue having positive impact to the City’s levy.

APPENDICES / SCHEDULES

Appendix “A” to Report PED10015 Lincoln Alexander Parkway and Redhill Parkway Road Signage Fees

KD:kd
REGION OF HAMILTON-WENTWORTH

- RECOMMENDATION -

DATE: 1998 September 10
File No. TSC-98-051 / Author: H. Solomon

REPORT TO: Chairman and Members
Transportation Services Committee

FROM: E. M. Gill, P.Eng.
Senior Director
Roads Division

SUBJECT:
Policy for Roadway Signing for Tourism, Essential/Emergency Services and Special Events (RDS98203)

RECOMMENDATION:

(a) That the policy entitled "Roadway Signing for Tourism, Essential/Emergency Services and Special Events", dated 1998 September 10, as attached to report RDS98203, be adopted;

(b) That this policy be incorporated into the Corporate Policy Manual;

(c) That Item 15 of Engineering Services Committee Report 12-80, approved by Council on 1980 July 15, adopting Policy/Procedure No. P-10 respecting "Major Attraction Signing" be rescinded.

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D. Lobo
Commissioner of Public Works and Traffic

__________________________
E. M. Gill, P. Eng.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Most of the signing types contained in this policy will be funded under a user pay concept. Those signs in the general public interest such as for hospitals, can be accommodated within the current operating budget.
Policy for Roadway Signing for Tourism, Essential/Emergency Services and Special Events (RDS98203)

SUSTAINABLE COMMUNITY IMPLICATIONS:
(Vision 2020, adopted by Regional Council as their vision for the future of Hamilton-Wentworth, embodies the concept of a sustainable community which is an equal balance of the economy, the environment, and social health factors in all regional decision-making.)

While not the primary intention, the new style of tourism signing is another advertising component which may encourage additional use of Hamilton-Wentworth tourism facilities.

BACKGROUND:

The Region presently has a policy entitled "Major Attraction Signing" which was approved by Regional Council on 1980 July 15. A new policy has been prepared which supersedes the 1980 policy and has been expanded to incorporate a wider range of sign types directing motorists to facilities within the Region.

The Province of Ontario has recently introduced two major policies with regard to roadway signing on provincial highways which impact on local roads. These are the "Tourism Highway Signing Policy" and the "Logo Sign Policy". The revised tourism signing policy allows for a much wider range of facilities to be signed on Provincial highways than previously. The "Logo" policy is for highway services such as fuel, food and lodging, for which specific facility names will now be shown on the highway. In both cases the policies require the signing to be erected on the local road to complement the signing on the highway. Without local signing, the signing on the highway will not be permitted by the Province. The new Regional policy reflects the changed provincial standards and undertakes to support the provincial policies wherever possible.

In addition, the new policy attempts to consolidate and provide a consistent set of rules for signing which has been undertaken on an as-needed basis in the past.

Having a policy in place provides for consistent treatment of requests and will ensure that only appropriate signs be erected on the regional road allowance. It is therefore recommended that the attached policy be approved.
ROADWAY SIGNING FOR TOURISM, ESSENTIAL/EMERGENCY SERVICES
AND SPECIAL EVENTS

1998 September 10

SECTION A - INTRODUCTION

BACKGROUND:

The Region presently has a policy entitled Major Attraction Signing which was approved by Regional Council on 1980 July 15. The following policy supersedes the 1980 policy and has been expanded to incorporate a wider range of sign types directing motorists to facilities within the Region. As well, this policy reflects the changes in provincial position as noted in the "Tourism Highway Signing Policy" dated 1997 January, and the "Logo Sign Policy" dated 1998 July 2.

The practices contained within the following policy have been discussed with stakeholder groups such as the Chamber of Commerce and tourist operators. Many of the practices have been field tested to ensure their viability.

SCOPE:

This policy is intended to give direction as to the erection of trailblazing signing and local signing for the following types of facilities:

- Tourist Destinations
- Essential Highway Services such as Lodging, Motor Vehicle Fuel and Food.
- Essential Local Services such as Airports, Universities and Arenas
- Emergency Services such as Hospitals and Police.
- Temporary Events.

This policy is applicable to all Regional roads. In many cases, the signing systems are not exclusive to Regional Roads and depend on the signing on Ministry highways or area municipality roads for continuity of information to the motorist.

DEFINITION:

"Trailblazing" signing is a system of signing leading a motorist to a destination via a specific, defined route. At a minimum all turns on a signed route must be signed.

The intent is to indicate to a motorist the most expeditious route to follow. Generally, trailblazing signing will commence at the exit from a Provincial highway and will lead the motorist to a facility within Hamilton-Wentworth.
ROADWAY SIGNING FOR TOURISM, ESSENTIAL/EMERGENCY SERVICES AND SPECIAL EVENTS

OBJECTIVES/GOALS:

The use of trailblazing signs should be based primarily on assisting the motorist in "way finding".

A secondary and recognized component of the highway signing is the advertising value which some facilities may realize. However, this is the secondary purpose of the signing and should not supersede the primary goal of wayfinding.

BASIC ELIGIBILITY:

Signing erected under this policy is generally for institutions or facilities of a unique nature. Generally speaking, signing initiated under this policy will be for non-profit institutional, educational or artistic facilities. Commercial establishments such as stores, shopping malls, hotels, movie theatres, etc. which are generally not of a unique nature will not be eligible for signing.

However, the new Provincial policy in regards to tourism permits signing to the more unusual types of facilities, including some which are commercial. The new Provincial policy for essential services defines criteria for signing directing travellers to fuel, lodging or restaurants near major highways. Under this policy, facilities meeting the Provincial criteria for either tourism or essential services will be considered for signing on the Hamilton-Wentworth roadway system.

FINANCIAL IMPLICATIONS:

In general, signing under this policy will be on a user pay basis with the exception of emergency services such as the police or hospitals. User pay facilities are expected to contribute 100% of the cost of erection and maintenance of signing.

APPLICATION FOR SIGNING:

Application for signing shall be through the General Manager of Transportation and Operations or his delegate. As required, the applicant may be requested to fill out various forms, provide additional data as required and provide a deposit. The applicant may be required to sign a contract which extends over several years.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events

1998 September 10

APPROVAL AND RESTRICTIONS:

The General Manager of Transportation and Operations or his delegate will review all requests on the basis of this policy. If deemed acceptable, signing will be authorized. In determining the suitability for signing, not only will the conditions of this policy be considered, but issues such as the interference of tourism or essential/emergency service signing with other signs on the roadway system will be considered. Particular factors to be considered include obscuring existing regulatory/warning signs and thereby affecting the public safety, the aesthetics of sign placement in front of residential or commercial establishments, the available road right of way and other similar conditions. Limitations on the number of routes assigned to a facility are inherent in the policy.

ERECTION OF SIGNS:

All signs authorized under this policy shall be erected and maintained by the Region or the Region’s designated contractor. The signs will be generally manufactured by the Region or the Region’s designated contractor, but under some circumstances may be supplied to the Region for installation.

FUTURE REMOVAL OF SIGNS:

It shall be understood by the applicant that if the conditions on which the original installation were based have in any way changed, or if the General Manager of Transportation and Operations determines that the signs are no longer appropriate, permission may be withdrawn for the signs and the signs removed. One of the reasons for sign removal would be the failure to pay any annual charges.

HIGHWAY CLASSIFICATION:

A number of Provincial highways were recently transferred to the Regional Municipality of Hamilton-Wentworth. For the purposes of this policy, they are to be considered exactly the same as other Regional roads. When this policy refers to connecting Provincial highways to tourism or emergency facilities, the applicable Provincial highways are Highway 403, the Queen Elizabeth Way, Highway 6 north and south, Highway 5 from Clappison’s Corners to Peter’s Corners and Highway 8 from Peter’s Corners westerly.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events
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Until such time as the Lincoln Alexander Parkway is connected from Highway 403 through to the Queen Elizabeth Way, it is to be treated the same as other Regional roadways for the purposes of tourism and special service signing. Once the North/South portion of the Parkway system is completed, the LINC will then be considered on the same level as a Provincial Highway for signing.

MANUAL OF UNIFORM TRAFFIC CONTROL DEVICES:

Whenever applicable, the standards in the Manual of Uniform Traffic Control Devices for the Province of Ontario, and revision to that document, shall be adhered to. The standards include sign size, colour, shape and placement; as well as applicability. Where approved by the General Manager of Transportation and Operations or his delegate, enhancements to a sign design, such as added graphics, will be permitted.

When the Ontario manual does not provide direction, the Manual of Uniform Traffic Control Devices for Canada may be used as a reference.

SECTION B - TOURISM SIGNING

SCOPE:

This portion of the policy pertains to facilities which would be eligible for tourism signing under the 1997 January Provincial policy entitled "Tourism Highway Signing Policy".

DEFINITION:

The signing on the Provincial highway system for specific tourist destinations is known as Tourism Oriented Directional Signing or Tods for short.

ELIGIBILITY:

Eligibility will be based on the criteria in the Provincial policy. The eligibility for signing on the Regional road system will be in three categories:

- For those facilities which have contracted for and received approval for Tods signing on the Provincial highway system, matching trailblazing signing will be erected on the Regional road system to connect the Provincial Highway to the facility.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events
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- For those facilities which are eligible under the Provincial criteria, but either choose not to pay for the signing or have not been granted signing due to a lack of space on the Provincial highway system, trailblazing signing on the Regional road system in a limited fashion will be allowed.

- For those facilities not eligible under the Provincial standards, trailblazing signing will not be considered.

CONTROL:

The Province's contractor will not install TODS signing on a Provincial highway unless a complete trailblazing system exists on the Regional road system. Therefore, the Region retains control over the signing to a local facility where part or all of the route is a Regional road.

PROCESS:

If a facility wishes to be considered for local trailblazing, they are to contact the Province first for eligibility and pricing. If eligibility is confirmed by the Province, signing can then be considered on the Regional road system.

HIGHWAY CONNECTIONS:

Trailblazing on the Regional road system for a tourist destination will be considered via one route only from the Provincial highway. Ideally, this will be from the closest Provincial highway but alternates may be considered. Where directional ramps or sign congestion occur, it may be necessary to assign two different exits off a Provincial highway, but they should ultimately converge on a single route. Trailblazing is to be complete from the highway exit to the facility; no partial signing schemes will be considered.

MINIMUM SIGNING INSTALLATION:

Normally, the Province's contractor will provide a sign at the off ramp of the Provincial highway or the nearest point on the Provincial highway system. The last TODS sign will have a distance dimension. The Region will provide signs at all turns in the road from the Provincial highway to the facility. The Region will provide a sign at the entrance to the facility itself, should the facility operator so request. Reassurance signs, those with a straight through arrow, will only be considered in unusual cases. Limiting the number of reassurance signs is consistent with
Roadway Signing for Tourism, Essential/Emergency Services and Special Events

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provincial standards, makes sign groups simpler and easy to read, and is cheaper for the customer as it reduces the number of signs.

TRAILBLAZER SIGN STYLE/COLOUR:

Sign style on Hamilton-Wentworth Regional roads should be consistent with the signing on Provincial highways and local roads in other municipalities in Ontario. Standardization of colour, shape and style will help the motorist understand the meaning of the sign more quickly. Signs are to be "landscape" (width greater than height) in shape and either ground mounted or pole mounted as the location dictates.

The sign size should be as follows:
- in a 50 km per hour posted area individual facility trailblazer slats will be approximately 300mm x 1500mm. $1 \times 4$
- in a 60 or 70 km per hour posted zone, the sign size will be 450mm x 1800mm $1.5 \times 6$
- for 80 km per hour and over the sign size will be 600mm x 2400mm. $2 \times 8$

The "Ontario" header will not be used on signs in Hamilton-Wentworth. In downtown Hamilton, a header with the wording "Downtown Hamilton" will be used.

Sign colour shall be blue with white letters and the standard logo for each attraction as per the ramp exit sign will be used. This is to be confirmed with the facility.

The maximum number of facilities to be grouped on a single sign board shall be five plus a title sign in an urban area, four on a medium speed highway and three on a high speed highway.

The sign order shall be from top to bottom straight through (unusual), left turns and right turns.

EXISTING TRAILBLAZING SIGNS:

Existing trailblazing signs are to be grandfathered. However, where replacement signs are being erected, all replacements shall match the TODS system of colour/size/shape, and if one-for-one replacement is occurring, old signs shall be removed. Existing trailblazing signs may also be removed if space is required for a new style tourism signing for other purposes and insufficient space exists for both signs.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events
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FINANCIAL:

Tourism trailblazing will be 100% user pay. The Region will follow the annual rental scheme that the Province's contractor uses. This means that rather than being charged for the total installation cost initially, the facility will be charged an annual fee which includes not only installation but any maintenance required to maintain the quality of signing. This is considered to be fair to all users as it is consistent across the province and provides ongoing maintenance without additional charges. The same contract period as the facility undertakes with the Province's contractor for the highway signs will be used within the Region, although annual payments may be permitted instead of a lump sum up front for each contract period.

PHANTOM SIGNING:

In some circumstances, tourist facilities are eligible under TODS rules for signing, but are either unwilling to pay for the signing or are limited by roadway space and cannot avail themselves of signing. These facilities will be considered for signing as if the Provincial signing existed under the following constraints ("phantom" signing):

- The Provincial maximum distance from a highway to the facility is designated as 40 km. Phantom signing will only be provided for facilities within 20 km of the Provincial highway. This is because there is limited value in the signing on the Regional road system without the major exit signs from the Provincial highway.

- Phantom signing will have a lower priority than signing from a facility which has signs on a Provincial highway. It will also be subject to having sufficient space on the sign assemblies on the Regional road system. In either case, facilities which have contracted with the Province will have priority.

TOURIST INFORMATION CENTRE SIGNING:

Trailblazing signing for tourist information centres will be erected at the request of the agency operating the tourist information centre. Signs to be used will be standard brown and white. Signing should be removed for periods longer than two weeks when the tourist information centre is not in operation at least five days per week.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events
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SECTION C - HIGHWAY ESSENTIAL SERVICE SIGNING:

SCOPE:

This portion of the policy pertains to facilities which would be eligible for highway essential service signing under the 1998 July Provincial policy entitled "Logo Sign Policy".

DEFINITION:

The signing on the Provincial highway system for specifically named facilities providing food, motor vehicle fuel or lodging is known as Logo signing, referring to the fact that the facility's trademark can accompany the generic symbol for food, fuel or lodging.

ELIGIBILITY:

Eligibility will be based on the Provincial criteria in the Provincial policy, with the exception that service stations providing auto fuel must be open 24 hours a day. The eligibility for signing on the Regional Road System will be in two categories:

- For those facilities which have contracted for and received approval for Logo signing on the Provincial highway system, matching trailblazing signing will be erected on the Regional road system to connect the Provincial highway to the facility.

- For those facilities which are eligible under the Provincial criteria, but either choose not to pay for the signing or have not been granted signing due to a lack of space on the Provincial highway system, or for those facilities not eligible under the Provincial standards, trailblazing signing will not be considered.

CONTROL:

The Province's contractor will not install Logo signing on a Provincial highway unless a complete trailblazing system exists on the Regional road system. Therefore, the Region retains control over the signing to a local facility where part or all of the route is a Regional road.

PROCESS:

If a facility wishes to be considered for local trailblazing, they are to contact the Province first for eligibility and pricing. If eligibility is confirmed by the Province, signing can then be considered on the Regional road system.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events

HIGHWAY CONNECTIONS:

Trailblazing on the Regional road system for an essential service will be considered via one route only from the Provincial highway. Ideally, this will be from the closest Provincial highway but alternates may be considered. Where directional ramps or sign congestion occur, it may be necessary to assign two different exits off a Provincial highway, but they should ultimately converge on a single route. Trailblazing is to be complete from the highway exit to the facility; no partial signing schemes will be considered.

MINIMUM SIGNING INSTALLATION:

Normally, the Province’s contractor will provide a sign at the off ramp of the Provincial highway or the nearest point on the Provincial highway system. The Region will provide signs at all turns in the road from the Provincial highway to the facility. Reassurance signs, those with a straight through arrow, will only be considered in unusual cases. Limiting the number of reassurance signs is consistent with provincial standards, makes sign groups simpler and easy to read, and is cheaper for the customer as it reduces the number of signs.

TRAILBLAZER SIGN STYLE/COLOUR:

Sign style on Hamilton-Wentworth Regional roads should be consistent with the signing on Provincial highways and local roads in other municipalities in Ontario. Standardization of colour, shape and style will help the motorist understand the meaning of the sign more quickly. Signs are to be ground mounted or pole mounted as the location dictates.

FINANCIAL:

Essential highway services will be 100% user pay. The Region will follow the annual rental scheme that the Province’s contractor uses. This means that rather than being charged for the total installation cost initially, the facility will be charged an annual fee which includes not only installation but any maintenance required to maintain the quality of signing. This is considered to be fair to all users as it is consistent across the province and provides ongoing maintenance without additional charges. The same contract period as the facility undertakes with the Province’s contractor for the highway signs will be used within the Region, although annual payments may be permitted instead of a lump sum up front for each contract period.
Roadway Signing for Tourism, Essential/Emergency Services and Special Events

SECTION D - ESSENTIAL LOCAL SERVICE SIGNING:

ELIGIBILITY:
Essential local services eligible for signing include the following types:

- Airport
- City/Town/Township Hall
- University/Community College
- Places of Worship
- Arenas
- Cemeteries

SIGNING SYSTEMS:
Signing to essential services shall be in three types.

• Facilities Signed on the Provincial highway system
  Typically, universities and community colleges may be signed at exits on the Provincial
  highway system. Any facility under this section of the policy which is signed on the
  Provincial highway system will be supported with internal trailblazing.

• Major Facilities of a Regional Nature
  Facilities such as the Airport will be trailblazed in multiple directions as required to
  properly serve the Regional needs of the facility. Trailblazing shall not be limited to
  Provincial highway connections where local routes are deemed to serve the Regional
  interest.

• Local Facilities
  Local facilities such as places of worship, arenas and cemeteries will be signed with a
  maximum of two signs from the nearest major intersection only.

SIGN STYLE:
Generally, where the Manual of Uniform Traffic Control Devices defines a standardized sign, the
shape, style and colour of the sign as per the Manual shall be used. If the Manual does not define
a sign, the colour and shape of a similar type shall be employed. Enhancement of the sign
through the addition of graphics will be considered where requested.
SECTION E - EMERGENCY SERVICE SIGNING:

ELIGIBILITY:
Included in the emergency service category are the following:
- hospital
- police
- public telephone

STANDARDS:
Signing for facilities such as hospitals providing emergency service shall be provided from the Provincial highway system, when signed on the Provincial highway. These signs are required in order to provide for an expeditious movement from the Provincial highway system to the emergency service point. Only one route shall be signed from each Provincial highway to a particular facility, but under some circumstances a particular facility may be signed from more than one Provincial highway. Only hospitals providing 24 hour emergency service will be signed.

Specialized local signs for police stations or emergency roadside telephones shall be provided on an individual site basis as required.

SIGNING:
Standard signs as per the Manual of Uniform Traffic Control Devices shall be used.

SECTION F - TEMPORARY EVENTS:

ELIGIBILITY:
Trailblazing from the Provincial highway system to locations holding special events will be considered if the exit from the Provincial is signed. Presently, the Province has a policy for signing special events only if these are sporting events. However, if this policy should change in the future to include other events, they will also be considered.

STANDARDS:
Special signs displaying the logo of the event will be used for the temporary event. Graphics displaying a commercial advertising content should be avoided. Signing size and style will be worked out between the General Manager of Transportation and Operations or his delegate and the event operator. The signs may be fabricated out of a temporary material such as plastic to reduce the cost. For events which reoccur on an annual basis, provision may be made for permanent signs which can be easily re-erected or reused.