To: Chair and Members  
Economic Development and Planning Committee  
PED08215/PW08104

From: Tim McCabe  
General Manager  
Planning and Economic Development Department  

   Beth Goodger  
Acting General Manager  
Public Works

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Date: August 27, 2008

Re: Roadway Signing for Tourism (PED08215/PW08104)(City Wide)

Council Direction:
N/A

Information:

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. 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 lodging) on the Lincoln Alexander Expressway and the Red Hill Valley Parkway.

Staff is now ready to offer signs on these roads. Tourism signing will follow the same look, eligibility criteria, approval process and fee structure as the program administered by the Province of Ontario, including the “Tourism Highway Signing Policy”, the “Tourism Oriented Destination Signs (TODS)” and the “Logo Sign Policy”.

Tourism Hamilton, working in conjunction with Operations and Maintenance, Public Works, will be responsible for administering tourism-related sign programs. The program will provide way-finding 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.

The primary focus of the Tourism Sign Program will be way-finding, particularly through the use of the Logo Program. 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.

The program will be run at no cost to taxpayers, with the possibility of excess revenues, recognizing the value of the program to Hamilton businesses.

________________________________________
Tim McCabe
General Manager
Planning and Economic Development Department

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Beth Goodger
Acting General Manager
Public Works

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