Council Direction: Not Applicable

Introduction

The role of the Planning and Economic Development Department, Urban Renewal and the Tourism Department is to foster an environment that is conducive to the growth and development of the Downtown. In addition to residential, commercial and hotel construction, the City is experiencing an unprecedented growth in tourism-related activities and events. Such events include:

- Conferences and conventions
- Monthly Art Crawl and the annual Super Crawl
- Sew Hungry
- The Gore Promenade
- 2015 Pan Am Games and the 2015 Juno Awards

Accordingly, 2015 is expected to be a banner year for visitors coming to the City of Hamilton. 2015 will also see the opening of the new GO Station on James Street, a new bike share program and the implementation of cycling routes and additional bike lanes.

The recent sustained growth and development in the City of Hamilton's Downtown Community Improvement Area has created a need to replace the aging wayfinding signs and develop a new image that reflects the character and the quality of the city. The Urban Renewal Division within the Planning and Economic Development Department has taken the initiative of creating an improved and unified wayfinding
system. This project will be approached in phases, beginning with the signage needs of the Lower City anticipated for completion in early 2015.

It is also expected that this project will fit well with the initiatives being undertaken by the City Manager’s Office and specifically, broader communications and consistency in branding. This was raised by the General Issues Committee (GIC), when discussing the gateway signage matter and further, that direction to staff was provided to look at a holistic approach to marketing, branding and promoting a positive image for the City of Hamilton.

**Project Goals**

- To design and install a new system of signs that will create a greater level of legibility with a unified look and character that is unique to the City of Hamilton:
  - Consolidate the types and formats of directional (i.e. wayfinding) signs
  - Standardize the sizes and installation type of wayfinding signs
  - Create a unity in the design and style of wayfinding signs

- To assist visitors in easily navigating their way to City-owned facilities and attractions (including the BIAs) in the Lower City, with the initial focus being the Downtown Community Improvement Area. Where possible, the signage will meet the City of Hamilton’s legislative (i.e. AODA) requirements.

- To prepare an implementation and phasing strategy that will potentially enable the expansion of the wayfinding program City-wide and for all users (i.e. motorist, cyclist, pedestrian), and;

- To coordinate signing requirements with other City Departments including:
  - Hamilton Municipal Parking
  - Recreation
  - Public Works Transportation initiatives (i.e. Bike Share, Cycling Master Plan, Trails Master Plan)

**Project Area**

The project area consists of the lower City of Hamilton: bounded by the Escarpment to the south, the Waterfront to the north, Highway 403 to the west and the Red Hill Creek Expressway to the east.

The first phase of implementation will concentrate on the Downtown Community Improvement Area, as this is where the largest concentration of facilities and attractions are located (refer to attached map in Appendix A). However, other facilities and attractions in the project area such as the new Tim Horton’s Field, the Ottawa St. BIA and the Locke St. BIA will be included on signage as well.
Existing Signs

Wayfinding/Directional:
Currently, the City has a directional and wayfinding program in place that subscribes to the Provincial Highway "TODS" Sign Program (Tourism-Oriented Directional Signs). The existing sign program was designed to complement and direct the motoring public from the provincial highways (#403 and Q.E.W.) to city-owned facilities, attractions and private businesses alike. As such, the existing signs have been designed to reflect the character of the blue and white provincially owned and administered TODS highway signs.

All of the blue and white directional signs located within the City limits that are not on the provincial highways are owned and administered by the City and managed by the Tourism Department. The implementation (e.g. installation, maintenance) of the program is managed by the Traffic Department within Public Works. This program is a source of revenue generation for the Tourism Department. The City charges both private and City-owned facilities a fee of approximately $180.00 annually for placement of their facility on a sign. (Refer to attached photo in Appendix B).

Parking Signs:
The Hamilton Municipal Parking Authority currently signs all of the parking lots that they own and operate. The current sign design and installation has been in place in the current form for a considerable time and in some locations in excess of 30 years. Typically the signs are replaced on an as needed basis. The new wayfinding sign project presents a significant opportunity to upgrade the current sign installations in a manner that creates a coordinated look and character of signing for City owned and operated facilities.

Miscellaneous Signs:
Interspersed throughout the project area are a number of miscellaneous signs. Again, the wayfinding sign project presents an opportunity to identify and evaluate how these signs fit into the placement and design of new signs. (Refer to photo 3 in Appendix B).

Proposed Signs

For the first phase of this project, the proposed wayfinding signs will consist of:

Vehicular-oriented signs for destinations and attractions:
Currently there are 36 existing wayfinding signs in the project area.

Vehicular-oriented signs for municipal parking lots:
Currently there are 45 existing parking signs in the study area.
**Pedestrian information centres:**
Currently there are no pedestrian information centres (kiosks) in the project area. 7 of these structures are proposed at key locations, i.e. Go Stations, King St. at the Transit Terminal, City Hall, King and James St., James St., N., James St. S., Hess Village.
Currently there are two pedestrian directional posts in the project area: one each in the International Village BIA and Hess Village. These are to be replaced with Pedestrian Information Centres.

A study of design concepts was undertaken to determine what the new signs should look like. These concepts were reviewed at working meetings by various City staff. The attached signs, Appendix C, were the preferred signs and as a result have formed the basis of the new wayfinding signs.

The design incorporates City of Hamilton visual identity standards (logo, approved colours) with slight modifications as required in order to ensure the legibility of the information. The City’s current branding and colour scheme lends itself to signage because of the strong contrast of the blue and white, the simplicity of the logo and the opportunity to use gold colour as an attractive accent. Overall, it was felt that the logo and the design of the new sign reflects a quality of strength and character and has a classic look and feel.

**Budget**

Funding is currently in place for a wayfinding program. The Urban Renewal Division identified a budget of $100,000 for consulting fees in 2013 and $250,000 in 2014 for implementation of the wayfinding signs in 2015. This project is being completed in-house by City Staff thereby recognising a significant saving on the consultant fees and as a result the Urban Renewal Division is able to direct a substantial budget towards the fabrication and implementation of the new wayfinding signs. A portion of the consulting fees, outlined below, will be used to assist in the preparation of working drawings and details.

To determine the cost for the initial installation, estimates were obtained from three sources. One cost was obtained from the City of Hamilton Traffic Department for the signs to be constructed in-house and two additional estimates were received from local sign companies. It may be possible that the actual fabrication of the signs may be completed by both the City and external companies based on the complexity of some of the elements such as the pedestrian kiosks. An average cost was determined and used for the totals identified below.
Sign Costs

The cost for the supply and installation of the following signs types is as follows:

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Quantity</th>
<th>Unit</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Vehicular Signs</td>
<td>19</td>
<td>$2,650.00</td>
<td>$50,350.00</td>
</tr>
<tr>
<td>Medium Vehicle Signs</td>
<td>9</td>
<td>$1,650.00</td>
<td>$14,850.00</td>
</tr>
<tr>
<td>Single Vehicle Signs</td>
<td>8</td>
<td>$550.00</td>
<td>$4,400.00</td>
</tr>
<tr>
<td>Parking Directional</td>
<td>26</td>
<td>$850.00</td>
<td>$22,100.00</td>
</tr>
<tr>
<td>Parking Arrival</td>
<td>16</td>
<td>$1,250.00</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Parking Kiosk</td>
<td>3</td>
<td>$6,500.00</td>
<td>$19,500.00</td>
</tr>
<tr>
<td>Pedestrian Info Centre</td>
<td>7</td>
<td>$7,500.00</td>
<td>$52,500.00</td>
</tr>
<tr>
<td>Removal and Disposal</td>
<td>1</td>
<td>Lump Sum</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Preparation of Detail and</td>
<td>1</td>
<td>Lump Sum</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Tender Drawings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>$211,700.00</strong></td>
</tr>
</tbody>
</table>

Note: Where required, the cost for new pole installation has been factored in. Bicycle sign blades and directional signs have not been included in this estimate as the design is now in the development stages. It is proposed that the remainder of the budget be used to implement these signs in the project area.

Initial Phase of the Wayfinding Program

Phase one proposes to remove and replace all existing blue and white TODS signs within the Downtown Community Improvement Area with a new wayfinding system – these new signs will apply only to City-owned facilities and attractions including the direction to the BIAs. Any TODS signs within the City that refer to private attractions will not be altered. In addition, the initial phase will see the replacement of the existing Hamilton Municipal Parking Authority signs with in the project area.

Future Phases of Wayfinding Program

The future wayfinding program proposes to include all additional BIAs, downtowns and major City facilities and attractions City-wide.

If the new Wayfinding sign program is to be expanded beyond the Phase One project area, additional funds will be required. Currently, the length of time required for the expansion of the program and the costs associated with it are unknown as phasing and
priorities have yet to be established. Timelines and budget requirements will be developed once participating City departments have identified their requirements and have provided a sign schedule.

**Maintenance**

The signs and structures have been designed utilizing the latest in industry standards for signs in the public road allowance and, as such, the finishes and materials should be maintenance free for a minimum of 7-10 years from the date of installation. However, this is a standard guideline and variables such as accidental damage and vandalism should be taken into consideration.

Following the implementation of the program, consideration of funding for the annual maintenance would be undertaken by Public Works beginning in 2016.

**Public Consultation**

In terms of public consultation, staff envisions working with the local community to share the proposed design elements that staff have prepared. We will utilize our city website, in-person public feedback opportunities, various social media channels and existing sub-committees (i.e. Hamilton Engagement Committee), as well as local media to ensure a flow-through for feedback.

**Wayfinding Staff Team**

This wayfinding project is a collaborative effort between various City Departments; however, the initiation of this project is being led by the Urban Renewal Division. Urban Renewal is receiving input from Urban Design, Public Works, Hamilton Municipal Parking, Recreation and Tourism Hamilton.

Following Phase One in 2015, this project will continue to be coordinated and monitored by Urban Renewal with the implementation of future directional signs to be managed by the Public Works Traffic Department. Coordination with all affected City departments is critical in order that all future signing requirements can be met.
City of Hamilton Wayfinding Project
Planning and Economic Development Department
Urban Renewal Division
August 2014
Existing Typical Municipal Parking Lot Directional Sign.

Existing Typical Wayfinding Sign.

Existing Secondary Wayfinding Sign.

City of Hamilton Wayfinding Sign Project
Existing City of Hamilton Wayfinding and Parking Signs

Planning and Economic Development Department
Urban Renewal division
August 2014
Bike Signs

Note: Currently working with Public Works to develop a coordinating family of bicycle route and associated signs

Preferred Sign Group Details
Individually mounted signs on black steel poles where feasible
Aluminum sign blanks with automotive grade paint finish
Vinyl applied graphics and letters, reflective where required

City of Hamilton Wayfinding Sign Concepts
Planning and Economic Development Department
Urban Renewal Division
August 2014