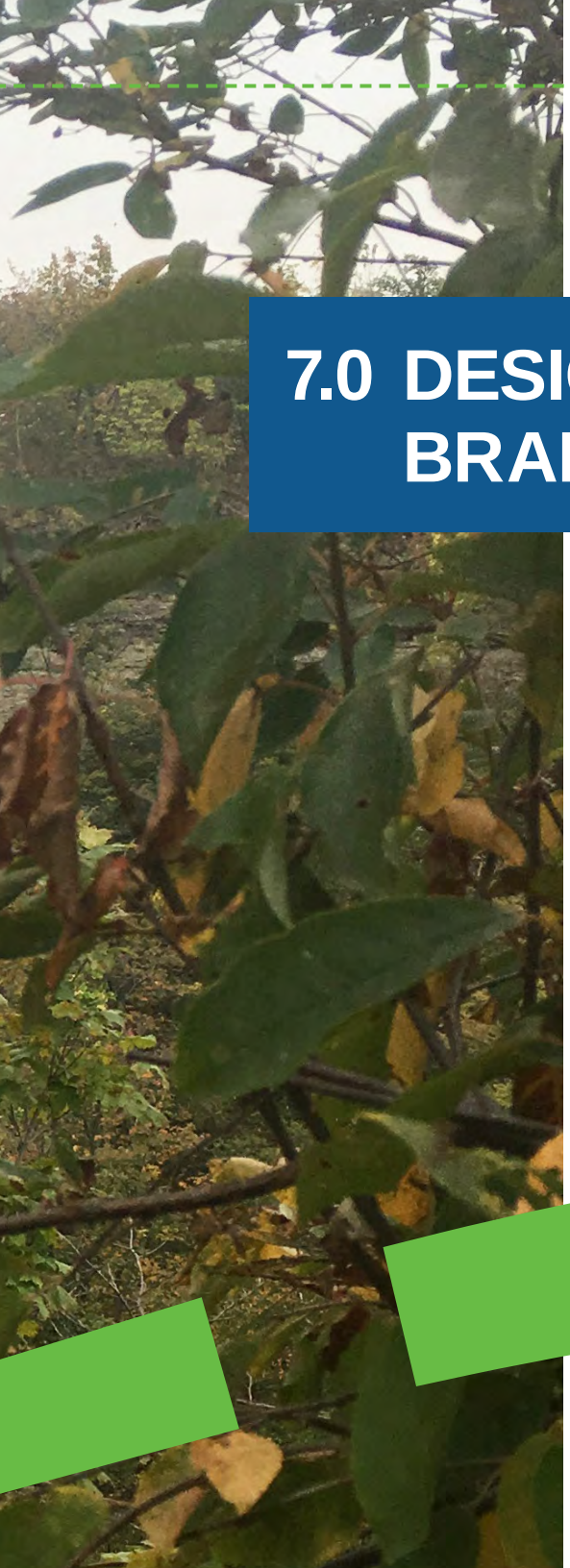
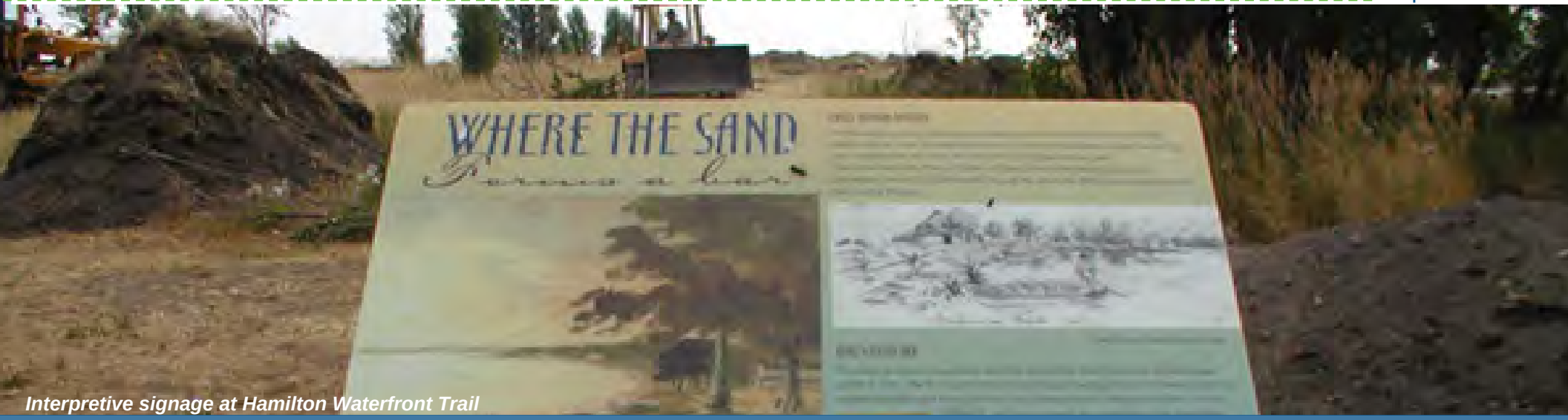


7.0 DESIGN CONSIDERATIONS & BRANDING

The Recreational Trails Master Plan (RTMP) recommends a network design that considers, among other elements, trail lighting, trail signage, trailheads and trail amenities (seating and rest areas, and bicycle parking), and public art along trails (See Chapter 3.1.2 Contextual Integration). In order to create a destination trail, these elements have been examined to create a consistent theme, or brand for the length of the trail. This section presents the recommended amenity and branding concept for the Mountain Brow Trail.



Interpretive signage at Hamilton Waterfront Trail

7.1 Trail Branding & Wayfinding

One of the most important elements of the Mountain Brow Trail is ensuring that sections of the trail are built with a consistent brand and visual identity. This will help to create a cohesive, continuous and attractive facility.

As part of the feasibility master plan, an overall brand for the project has been developed. The colours and logo identified through the trail brand (Exhibit 31) can be translated to a variety of wayfinding signage & pavement marking applications.

The following wayfinding & branding signage elements should be considered for the Mountain Brow Trail, in accordance with the Recreational Trails Master Plan:

- **Orientation & Trailhead Signage** – Trailheads provide mapping of the trail, additional network information (trail distances, key features), and rules and regulations for the overall network. They serve as a landmark for trail users.
- **Route Confirmation & Directional Signs** – These signs assist trail users in locating and following along a particular cycling facility, which may require turns. They also confirm to users that they are still on a specific cycling route, particularly on longer sections.
- **Interpretive Signage** – Interpretive signage is typically placed at locations along trails that signify a historical feature, environmental feature, or feature that is culturally significant to Canadian or local heritage.

These components are discussed in more detail in the following summaries.

Full Standard Logo

Modified Logo

Simplified "Brow" Depiction

Exhibit 31 - Mountain Brow Trail Branding

Orientation & Trailhead Signage

Trailheads along the Mountain Brow Trail will be used to mark major trail access points and to provide a significant amount of information to users.

Applications on the Mountain Brow Trail

Trailheads will typically be considered at the start/end of the Mountain Brow Trail, and at intersections with major roads or other major trails or cycling infrastructure. Locations for potential trailheads are included in the project sheets (refer to Chapter 6.0 - Implementation Strategy).

Sample locations include:

- Scenic Drive at the Chedoke Radial Trailhead – An additional trailhead can be added in this location to indicate the terminus of the Mountain Brow Trail on the opposite end of the trailhead parking lot.
- Southam Park – A trailhead could be added to the park to alert potential users of the intersection of the recommended Claremont access trail to the presence of the Mountain Brow Trail. Ideally this trailhead would be visible from the Claremont access trail.
- Sam Lawrence Park – A trailhead can be added in close proximity to the existing parking lot to mark the Mountain Brow Trail through this area.
- Mountain Drive Park and/or Bill Foley Parkette - A trailhead can be added to one of these parks to reinforce the re-branding of these existing trail links as part of the Mountain Brow Trail.
- Mountain Brow Boulevard / Mohawk Road East / Escarpment Rail Trail and Red Hill Valley Trail – At these important trail intersections, a trailhead can provide clarity on the trail intersections and routing.
- Heritage Green Sports Park – A trailhead in the sports park can help to raise the awareness of the trail for visitors to the sports facilities.
- First Road East / Dofasco Trail Intersection – Depending on land ownership, there may be opportunity to create a trailhead at this location, including parking area.
- Devil's Punch Bowl

Additional Considerations

Trailhead signage is customarily introduced at formal 'trailheads' which typically include some amenities such as parking (for motor vehicles and/or bicycles), gateways, visitor kiosks, water fountains, trash / recycling receptacles etc. (refer to Chapter 7.3 – Amenities). Exhibit 32 shows an existing trailhead at the Red Hill Valley Trail.

Exhibit 32 - Existing trailhead at the Red Hill Valley Trail

Route Confirmation & Directional Signs

Route confirmation signs will be used along the Mountain Brow to confirm that users are still on the Mountain Brow Trail route. Directional signs can also be applied as needed to provide guidance to access the trail from other cycling routes or intersecting trails. (Exhibits 33 and 34)

Applications on the Mountain Brow Trail

Route confirmation can be placed along the Mountain Brow Trail with consistent spacing of:

- 400-800m (urban areas), or
- 2 km (rural areas)

Directional signs can be provided from other routes as needed.

Conceptual route confirmation and trail marker signs for a variety of applications (conventional, naturalized areas, within roadway boulevard) are shown in Exhibit 33.

Conceptual sign assemblies are shown in Exhibit 34. These examples depict (from left to right):

- Directional signage indicating access to the Mountain Brow Trail (from another trail or cycling facility)
- Signed cycling route that is part of the branded Mountain Brow Trail route
- Directional sign where users must make a right turn to stay on the Mountain Brow Trail

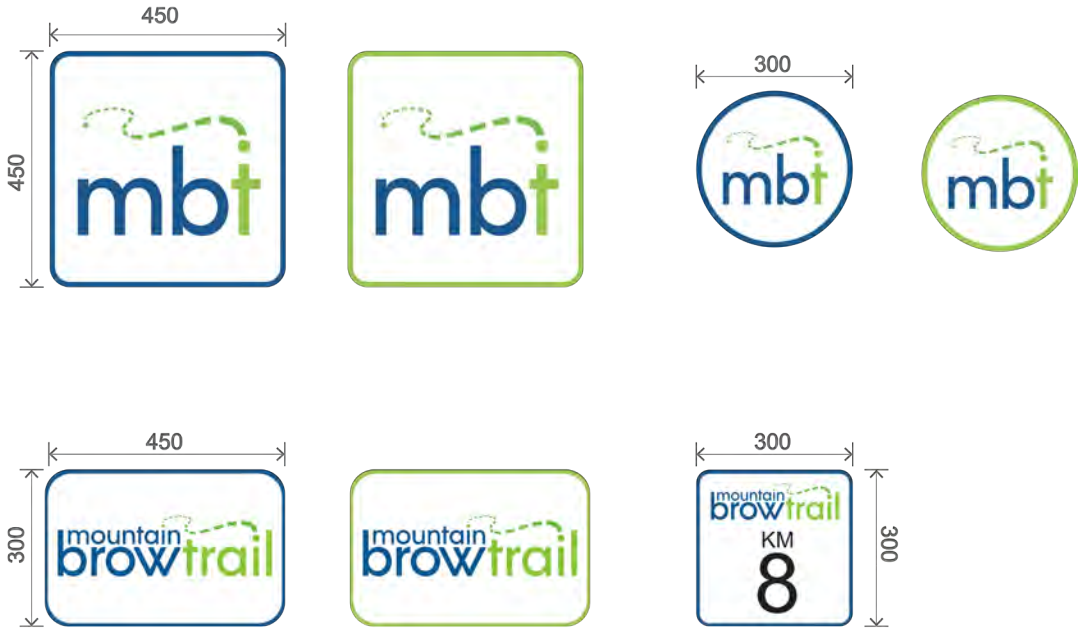


Exhibit 33 - Mountain Brow Signage (Dimensions in millimeters)

Exhibit 34 - Conceptual Mountain Brow Route Sign Assemblies

Interpretive Signage

Interpretive signage along the Mountain Brow Trail can help to highlight some of the natural themes and features encountered along the trail through education panels, or other interactive signage types.

Applications on the Mountain Brow Trail

The City of Hamilton can engage and work with trail stakeholders including the Bruce Trail Conservancy and the Hamilton Naturalists Club, among others, on the development and identification of locations and formats for interpretive signage along the Mountain Brow Trail.

Preliminary suggestions for themes for interpretive signage include:

- **Escarpment Geology & Ecology** – Present information on karst, caves, sinks and geology unique to the escarpment.
- **"Ribbon of Green"** – Explore the escarpment as a connector, extending all the way from New York through Southern Ontario, north to Manitoulin Island, and beyond into Wisconsin.
- **Head of the Lake** – Emphasize the ecological significance of Hamilton's unique situation at the head of Lake Ontario.
- **Bird Migration** – Document the unique patterns of bird migration through the area.
- **Encouraging Stewardship** – Point out the variability and density of trees along the escarpment and across the City, as well as the importance of these trees and other natural environments for human and ecological health.
- **"Greenbathing"** – Articulate the mental, physical and spiritual benefits of time spent outdoors and engaging in recreational activity.

A sample application of existing interpretive signage along the Hamilton Beach Trail is shown in Exhibit 35.

Exhibit 35 - Interpretive signage along Hamilton Beach Trail (Hamilton Waterfront Trust (HWT))

In addition to signage, the use of pavement markings to guide users and to help build the visual identity are encouraged. Sample applications are discussed below.

Wayfinding Sharrows

A shared lane pavement marking or "sharrow" is a pavement marking that is composed of a bicycle symbol and two white chevrons. These are conventionally used to indicate an appropriate operating position for cyclists on shared routes; however, they can also be used for wayfinding applications with the use of modified arrows.

Applications on the Mountain Brow Trail

The use of wayfinding sharrows along the Mountain Brow Trail is recommended where the trail route is located along quiet streets to indicate connections between off-road trail sections, or where the cyclist routing differs from the pedestrian route.

Sample locations along the Mountain Brow Trail where wayfinding sharrows may be helpful include:

- Transition between Inverness & Belvidere – to guide cyclists from the bike lane on Inverness onto/from the shared route along Belvidere
- Connection along Belwood & Mountain Park Avenue between Concession Street & the trail beginning at Mountain Brow West Park – to improve wayfinding along this quiet street connection
- Along Rendell Boulevard, Mulock Avenue, Edgewood Avenue, High Street, Woodside Drive, Oakcrest Drive – to improve wayfinding along this cycling connection

Details for the wayfinding sharrows are shown in Exhibit 36, with a sample application depicted in Exhibit 37.

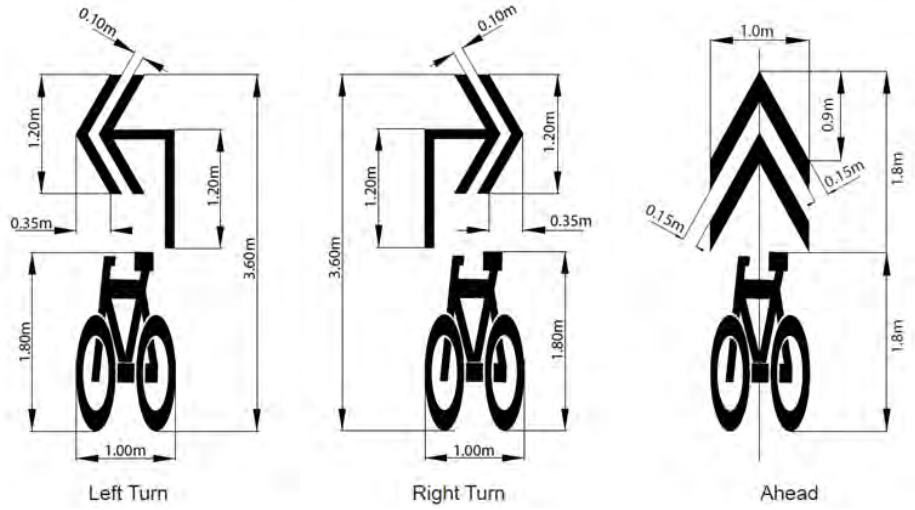


Exhibit 36 - Wayfinding sharrows (Source: City of Toronto Wayfinding Strategy)

Exhibit 37 - Wayfinding sharrows (Source: NACTO Urban Bikeway Design Guide)

Branded Trail Pavement Markings

Various trail markings can be customized to highlight trail branding, for example:

- Trail dividing centre line
- Stop or Yield Trail Markings
- Decorative Pavement Markings

A sample application of branded trail pavement markings is shown in Exhibit 38.

Applications on the Mountain Brow Trail

For multi-use trail facilities along the Mountain Brow Trail, a two-colour dividing line can be applied - made-up of 100mm solid or dashed lines in Mountain Brow Trail blue and green (refer to logo). Solid dividing lines should be considered where the trail is too narrow to permit passing and 15m in advance of an intersection. Dashed dividing lines may be applied as needed where path usage is anticipated to be heavy to help control passing.

In addition to a coloured centre line, asphalt trail sections can be stamped with the Mountain Brow Trail logo in circular stamp pattern. A sample MBT branded trail application is shown in Exhibit 39.

Specific decorative pavement markings may be considered along project segments in areas of high potential usage on a project-by-project basis.

Exhibit 38- City of Toronto Waterfront Trail incorporating blue and green centreline, pavement marking decorations and blue and white stop bars (Source: Google Maps)

Exhibit 39 - Sample branded pavement marking applications

Ministry of Infrastructure Lands, Fennell Avenue

7.2 Regulatory Signage

In addition to wayfinding signage, regulatory signage should be applied consistent with practices along other City trails and cycling infrastructure. This signage will vary substantially depending on the route context, but may include:

- Traffic Control Signage associated with trail crossings, which may include stop (OTM Ra-1) or yield signs (OTM Ra-2) - refer to Exhibit 40
- Signage for on-road facilities, which may include designated bike lane signage (i.e. TAC RB-91), vehicles turn to yield turning cyclists (i.e. TAC RB-37) and bicycle route and share the road signage (OTM M511 & OTM Wc-19) - refer to Exhibit 41
- Signage alerting users to sensitive or protected areas (e.g. wetlands, woodlots), and other items such as invasive plants (e.g. poison ivy, giant hogweed) and private lands.

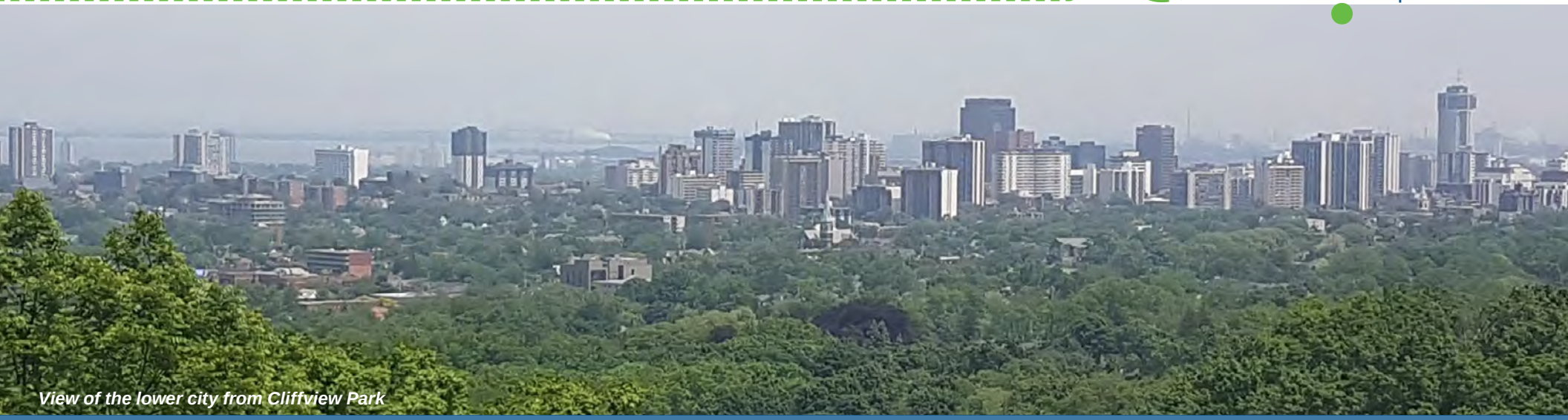
Beyond regulatory signage, other signs such as trail etiquette signs and those pertaining to municipal bylaw 01-219 (prohibiting the use of motorized vehicles on the trail), should be considered on an as-needed basis.

Exhibit 40- Examples of regulatory signage (OTM Ra-1, OTM Ra-2)

Exhibit 41 - Examples of signage for on-road cycling facilities (TAC RB-19, TAC RB-37, OTM Wc-19)

Exhibit 42 - Regulatory (Rb-73) and Trail Etiquette Signage

SoBi Bicycle (Source: "Social Bicycle in Hamilton by Reaperexpress, licensed under CC BY-SA 4.0)



View of the lower city from Cliffview Park

community-based programs relating to health and social services, art and culture, education, conservation and recreation.

https://www.heritage-green.org/trust-grants/

Municipal GHG Challenge Fund

The Province of Ontario's Municipal GHG Challenge Fund is a program funded by the proceeds from Ontario's carbon market that aims to support community-led action on climate change.

If the City of Hamilton has or demonstrates a commitment to creating a record of a community-wide greenhouse gas inventory, emission reduction targets, and a strategy/ plan to reduce emissions within 18 months, the Mountain Brow project may be eligible for up to $10 million.

Applications for the Municipal GHG Challenge Fund are currently closed, but it is recommended that staff investigate if the City of Hamilton has created or is in the process of creating a GHG inventory, emission reduction targets, and a strategy/ plan to reduce emissions. If the City is creating a plan or currently has one, it is recommended that staff connect with the Province of Ontario to learn when applications will be accepted.

More information regarding the Municipal GHG Challenge Fund can be found here:

http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantOpportunities/PRDR017538

Commuter Cycling Program

In December 2017, the Province of Ontario announced that 120 municipalities would be receiving $93 million for new bike lanes and other cycling infrastructure as part of the Commuter Cycling Program. Of the committed $93 million, the City of Hamilton is receiving $3.7 million.

City staff can connect with City of Hamilton Transportation Planning staff to determine if it is possible to utilize a portion of the $3.7 million for the Mountain Brow project.

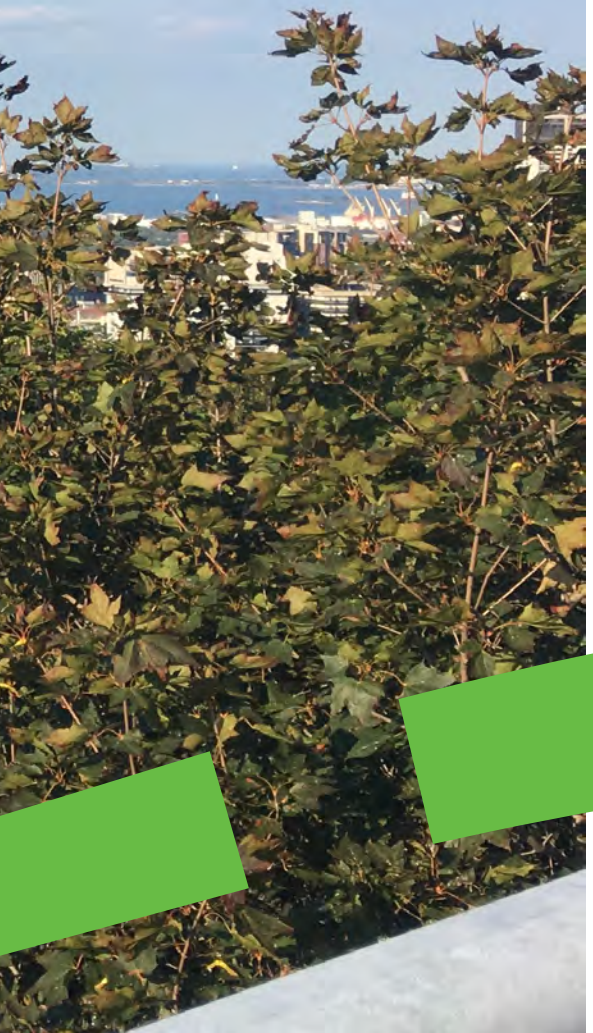
The City of Hamilton's Alternative Transportation section is also investigating the possibility of securing a sustainable funding source from the Province of Ontario where municipalities would receive an annual contribution towards bike lanes and other cycling infrastructure.

More information regarding the Commuter Cycling Program and Ontario Cycling Strategy can be found here:

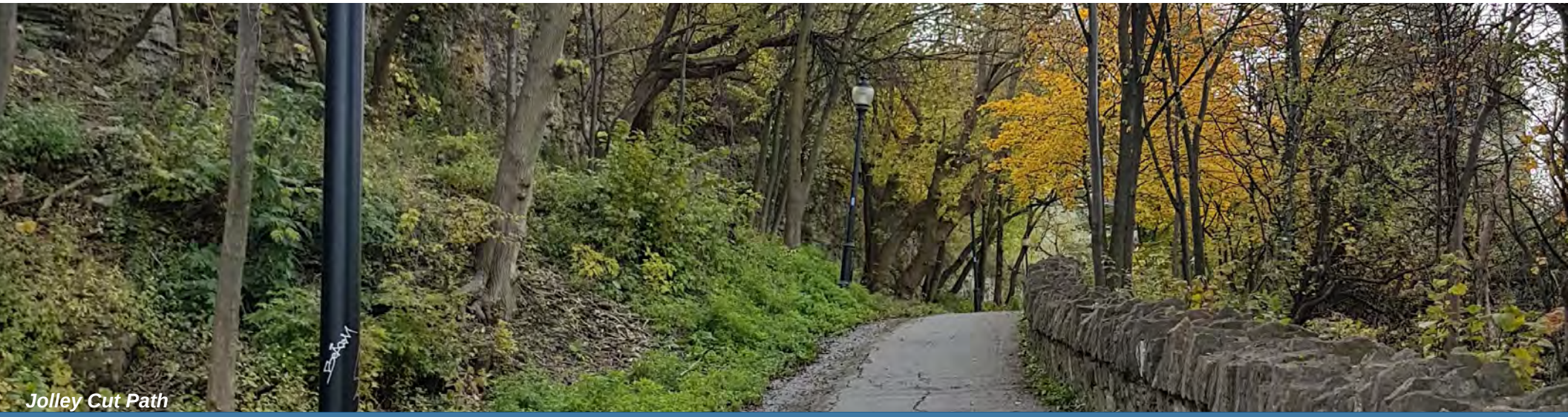
https://www.ontario.ca/page/cycling-ontario

View of the lower city

9.0 SUMMARY OF RECOMMENDATIONS AND NEXT STEPS



The primary purpose of the Mountain Brow Trail Feasibility Study is to provide a framework for the reconstruction and renovation of the existing trail segments, the extension of the trail into undeveloped areas, and possible integration with existing and proposed pedestrian and cycling infrastructure along the route. The trail serves to fulfill the Hamilton Recreational Trails Master Plan mandate of creating planned, connected, diverse, inspiring, accessible, safe and sustainable recreational opportunities for all of the City's residents and visitors. Once complete, the trail will address the needs of users (including accessibility and safety), enhance the Niagara Escarpment while promoting conservation, and support the City's vision to be the best place for family living.



Jolley Cut Path

9.1 Project Summary

This report summarizes the work completed as part of the Mountain Brow Trail Feasibility Master Plan.

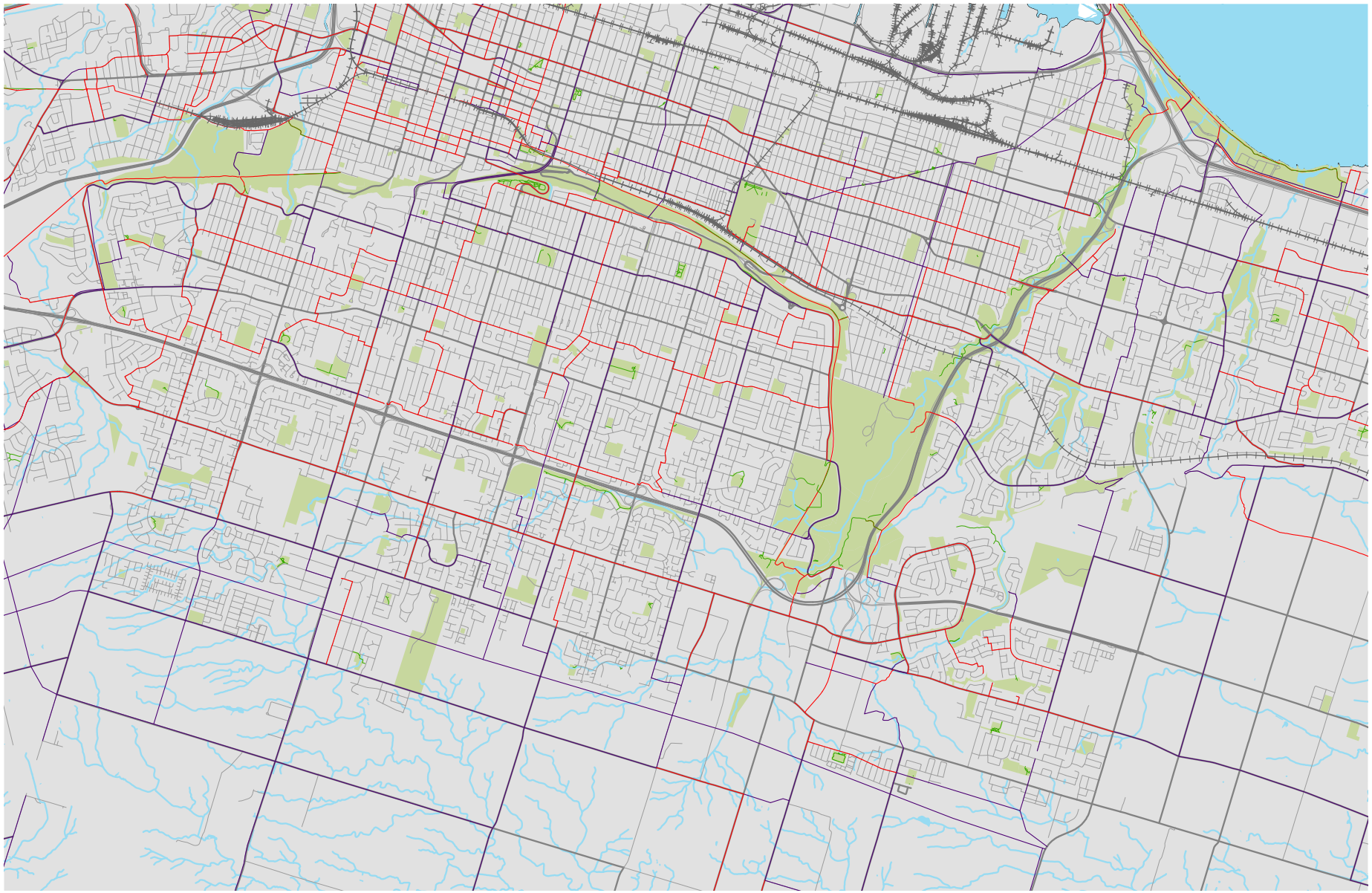
To develop this Feasibility Master Plan, various data gathering exercises were completed including field and site reviews, policy and plan reviews, public engagement sessions, stakeholder engagement and project mapping. An iterative study process was used to select and refine project segments based on resident and stakeholder input, feasibility considerations, environmental constraints and other City initiatives and projects. The resulting recommended trail route is intended to fulfill the vision for the Mountain Brow Trail identified during project initiation.

The Mountain Brow Trail will be developed as a recreational trail that follows the escarpment edge as closely as possible to take advantage of views and provide connectivity between wards. The trail shall include a mixture of facility types with a preference towards accessible off-road, multi-use trails that are wide enough for pedestrians and cyclists.

Through the development of the Master Plan, each project segment was reviewed to identify numerous attributes including the proposed facility type, width, amenities, lighting, permitting, stakeholders and roadway context etc. An implementation strategy was developed and discussed, including high-level cost estimates.

In addition, trail branding has been developed, including wayfinding and amenities in an effort to create a cohesive and connected trail system. Potential blue sky ideas associated with trail implementation have also been summarized in the appendix of this Master Plan to guide potential future major capital investments.

This report provides a framework for trail implementation, determined through a multi-stage design process. It provides the foundation for the ultimate development of a 25km connected trail link across the Mountain Brow. The recommended trail route is presented in Exhibit 48.



Southam Park