

## Appendix S' – Wayfinding Strategy Report



Prepared By:



City of Brantford

# Wayfinding Strategy Report

**GMBP File: 119104**  
**May 2021**



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## WAYFINDING STRATEGY REPORT

### CITY OF BRANTFORD

GMBP FILE: 119104

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## 1. INTRODUCTION

**GM BluePlan Engineering Limited** (GMBP) was retained by the City of Brantford (City) to provide consulting services related to a Schedule 'B' Municipal Class Environmental Assessment (MCEA), hereinafter referred to as the Study, to review alternatives for three bridge crossings over the Grand River. These are collectively referred to as the Three Grand River Crossings and include the Lorne Bridge, the Brant's Crossing Bridge and TH&B Crossing Bridge. The Class EA Study Area also includes lands in the vicinity of the bridges.

The purpose of this report is to document and inventory the existing wayfinding signage within the Study Area and identify opportunities for improvements based on the Preferred Overall Crossing Strategy. The Strategy includes the following recommendations for each structure:

- **Lorne Bridge** – Rehabilitate the existing structure to maintain the crossing and remove the 30 tonne winter load limit.
- **Brant's Crossing Bridge** – Remove the existing steel superstructure and rehabilitate the existing concrete substructure, including adding additional height to the foundations to account for flooding impacts. A new steel superstructure would then be installed on the repaired substructure.
- **TH&B Crossing Bridge** – Rehabilitate the existing structure for an estimated service life of 10 to 15 years. At the end of its useful life the TH&B Crossing Bridge would be removed.

## 2. EXISTING CONDITIONS

GMBP collected an inventory of the existing wayfinding signage within the Study Area in a site visit completed on March 12, 2021. **Appendix A** includes a map book which displays the location, an assigned numerical label and a photo of each wayfinding sign that was observed. For the purposes of this report, the wayfinding signs have been sorted into the categories listed in the below sub-sections. Photographs of each sign, sorted by category, are provided in **Appendix B**.



## 2.1 Trail Network Directional Signage



Figure 1: Example of Trail Network Directional Signage with map (Sign 18)



Figure 2: Example of Trail Network Directional Signage without map (Sign 18)

**Signs:** 9, 11, 12, 14, 15, 16, 18, 22, 33

The signs under this category were two distinct styles: one with both a map as well as distance and general direction to points of interest (such as **Figure 1**) and a second style that provides directionality but excludes a map (**Figure 2**). Specific points of interest that are included on these signs include: Mohawk Chapel, Woodland Cultural Centre, Canadian Heritage Museum, Steve Brown Sports Complex, Bell Homestead, Earl Haig Family Fun Park, Dogford Park, Brant Park, Mohawk Park, Waterworks Park, Glenhyrst Gardens, Civic Centre/Brant's Crossing, and Downtown. Some maps also list destinations within the network that fall outside of the City of Brantford's boundaries, such as the community of Paris. Two versions of the map were displayed on these signs, generally depending on location and proximity to Downtown. The first map shows the extents of the trail network along the Grand River between Oak Park Road and Veteran's Memorial Parkway and the second is "zoomed-in" on downtown, from approximately Eagle Avenue and Spalding Drive.

**Appendix B** includes photographs of both sides (front and back) of each sign.

## 2.2 Trail Network Informational Signage



Figure 3: Example of Trail Network Informational Signage (Sign 15)

**Signs:** 1, 4, 10, 15, 17, 20, 21

The trail network informational signs are generally found at entry points to the trail network and provide a view of the trail network within the City of Brantford as a whole. These signs show points of interest on the map but do not give directions. These signs also identify trail network connections beyond Brantford, including trails linking to Port Dover, Kitchener and Hamilton.

The signs also provide website links and QR codes that lead to additional background information on the trail network.

An example of a trail network information sign, Sign 15, is shown in **Figure 3**.

### 2.3 Trail Network Warning Signage



Figure 4: Example of Trail Network Warning Signage (Sign 25)

**Signs:** 5, 25, 26, 27, 28, 29

Trail network warning signs are provided in two locations within the Study Area where there is a blind spot for users approaching in opposite directions. The first blind spot is located under the Lorne Girder Bridge where the trail bends around the abutment. The second blind spot is located at the east approach of the Lorne Bridge Pedestrian Underpass where the trail bends prior to entering the underpass. These warning signs remind trail users to keep right and to go slow to avoid potential collisions.

For example, Sign 25 shown in **Figure 4**, Figure 1 is located east of the Lorne Girder Bridge.

### 2.4 Cyclist Signage



Figure 5: Example of Cyclist Signage (Sign 30)

**Signs:** 6, 7, 8, 23, 30, 31

Within the Study Area there are several instances of signage directed at cyclists. These signs include those identifying cycling routes, as shown by Sign 30 in **Figure 5**, areas where cyclists should dismount and areas that have a dedicated cycling lane. Figure 1

## 2.5 Roadway Wayfinding Signage



Figure 6: Example of Roadway Wayfinding Signage (Sign 2)

**Signs:** 2, 3, 32

Roadway wayfinding signs are located along the roadside and provide directions to points of interest within the City. Points of interest that are included on these signs include: Elements Casino Brantford, Hub of Ontario Trails, Trans Canada Trail, Wilfred Laurier University, Conestoga College and Earl Haig Family Fun Park.

Refer to **Figure 6** Figure 1 for an example of a roadway wayfinding sign.

## 3. DISCUSSION AND RECOMMENDATIONS

This section will discuss the City's existing wayfinding signage inventory and identify opportunities for improvement. Based on our site review, GMBP considers the City's existing wayfinding signage inventory to be comprehensive. It is noted that the City of Brantford does not appear to have any guidance on the design or use of wayfinding signs within the City.

### 3.1 Removal of TH&B Crossing Bridge

As detailed in the recommend Overall Crossing Strategy, the TH&B Crossing Bridge has been recommended to be rehabilitated and eventually removed at the end of its useful service life. In advance of the removal of TH&B Crossing Bridge, several wayfinding signs should be revised to reflect the removal of this crossing:

- **Sign 11:** The bottom half of this sign should be removed as it provides a directional arrow to points of interest on the opposite side of the TH&B Crossing Bridge.
- **Signs 10, 12, 13, 15 16, 21:** The map on these signs show a shared use trail crossing over the Grand River at the TH&B Crossing Bridge. These signs will need to be updated to remove this crossing location.

### 3.2 Cyclist Crossing at Brant's Crossing Bridge

As detailed in the description of the Preferred Overall Crossing Strategy, the replacement of Brant's Crossing Bridge could potentially allow for a dedicated cycling lane. If a dedicated cycling lane was included in the new bridge, the City could investigate the suitability of installing bike route signage in the vicinity of the new bridge.

### 3.3 Signage at the Lorne Girder Bridge

GMBP understands that there are concerns with the existing shared-use trail under the Lorne Girder Bridge and the City is investigating the trail alignment, outside of this MCEA. The City should review the existing wayfinding signage in this area if the trail is re-aligned.



### **3.4 Points of Interest Review**

The City should review the existing wayfinding signs to determine if the points of interest included on the existing signs are suitable or should be updated.

### **3.5 Style of Wayfinding Signage**

The City's website details an initiative for a new system of wayfinding signs that are being installed throughout the City for on-road active transportation routes. Based on the site review, GMBP did not discover any of these wayfinding signs within the Study Area, and therefore, it is unclear if these new wayfinding signs have been installed. Consideration should be given to a consistent style between the new signs and the existing trail network signs.

## **4. CONCLUSION**

Overall, GMBP considers the City's existing wayfinding signage inventory to be comprehensive. As detailed in this report, updates to the wayfinding sign network should be considered following the implementation of the Preferred Overall Crossing Strategy.

We thank you for engaging in the services of GM BluePlan Engineering Limited, and trust that this report provides the information that you require at this time. If you have any questions, or if we may be of further assistance, please do not hesitate to contact us.

Your truly,

GM BLUEPLAN ENGINEERING LIMITED  
Per:

Simon Green, EIT



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## Appendix A

### Wayfinding Signage Map Book





# Grand River Bridges EA



# Grand River Bridges EA





Market Street South X

14



Market Street South

15

17



18



Earl Haig Park

Gordon Glaves Memorial Pathway

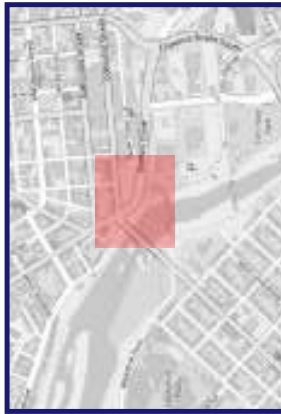


# Grand River Bridges EA

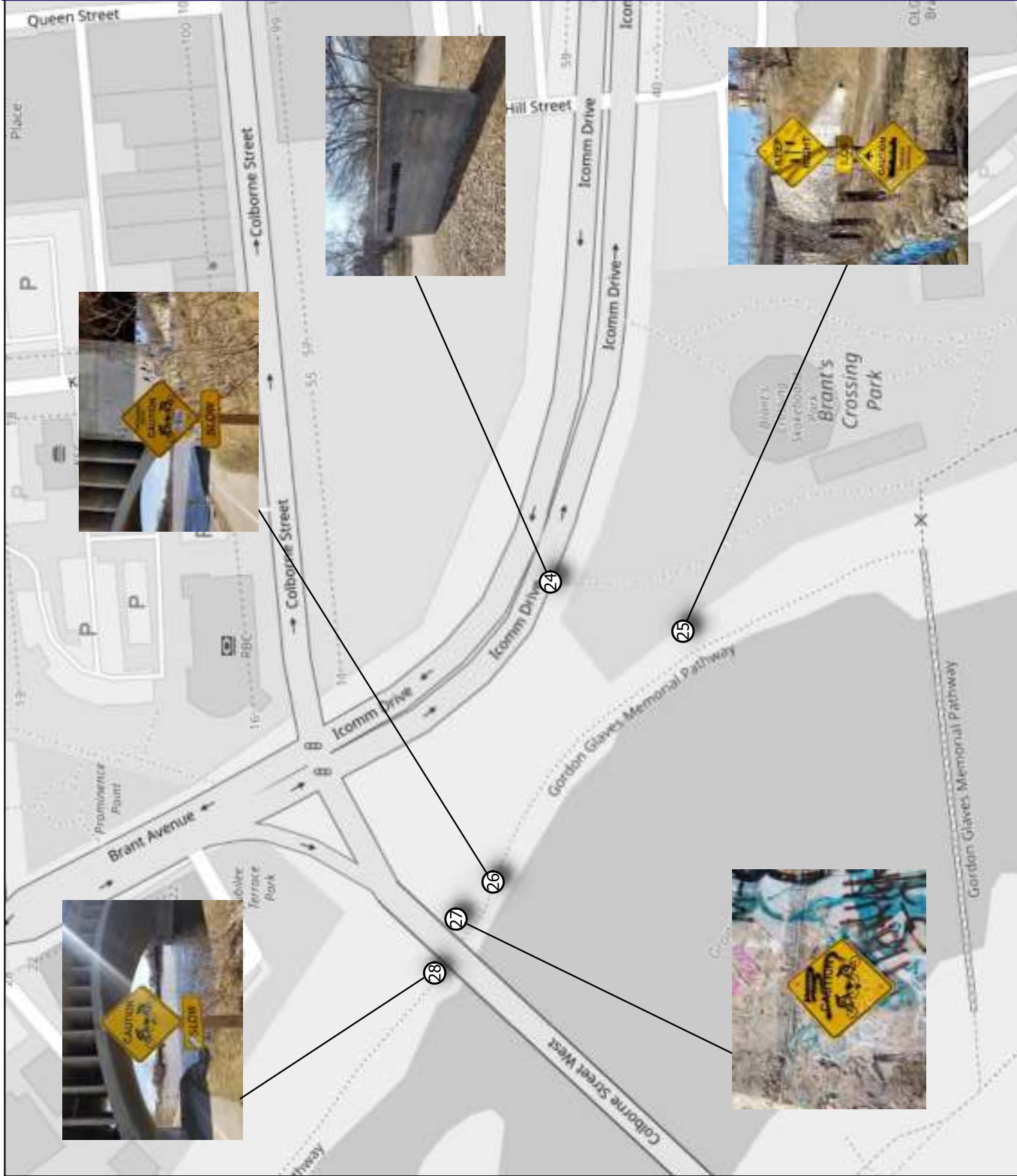
Page: 3



# Grand River Bridges EA



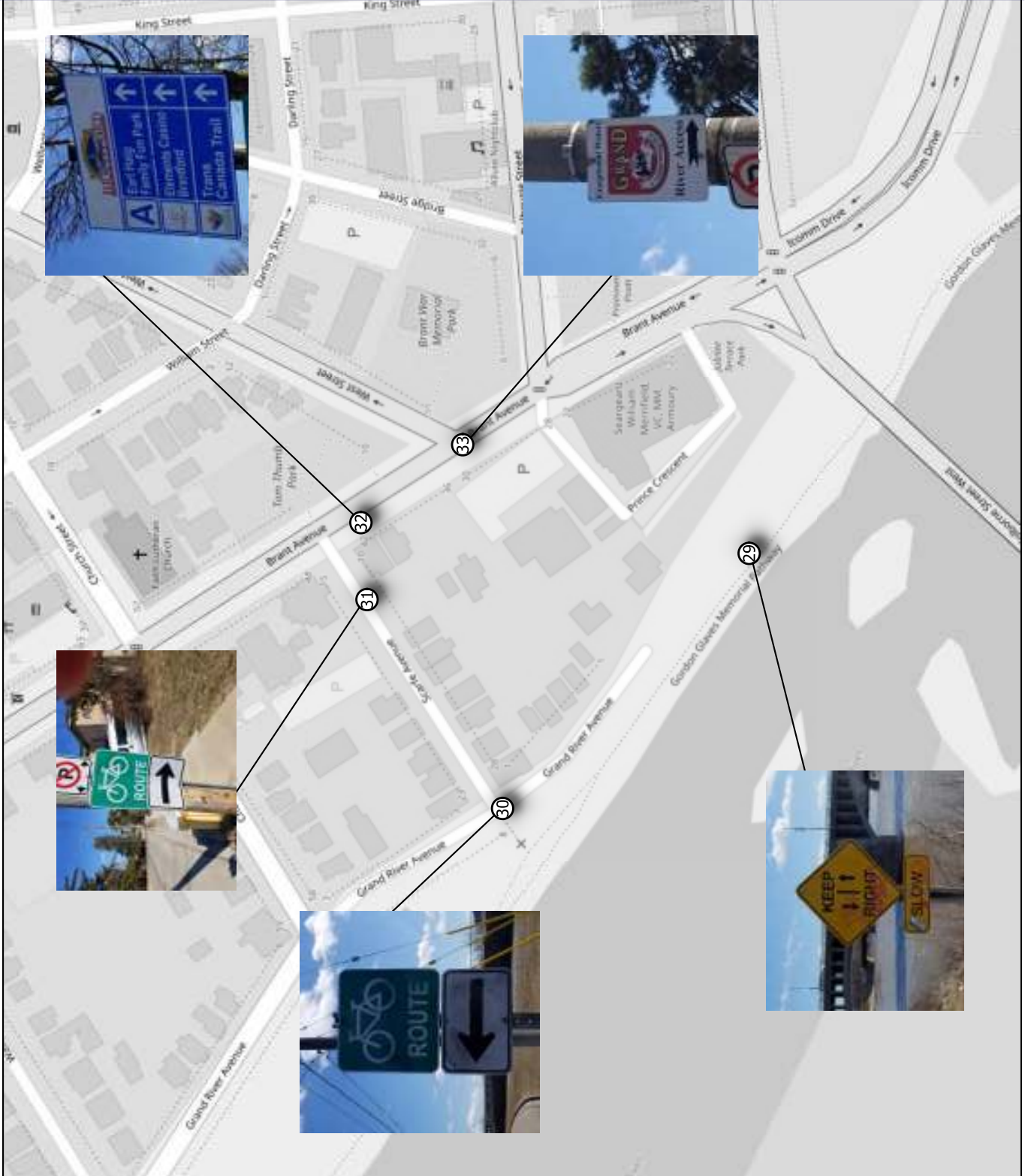
# Grand River Bridges EA







# Grand River Bridges EA







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## Appendix B

### Wayfinding Signage Photos



### Trail Network Directional Signage



Sign 9a



Sign 9b



Sign 11a



Sign 11b



Sign 12



Sign 13





Sign 14



Sign 16



Sign 15a



Sign 15b



Sign 18a



Sign 18b



Sign 22a



Sign 22b



Sign 33



## Trail Network Informational Signage



Sign 1



Sign 4



Sign 10



Sign 10a



Sign 10b



Sign 15



Sign 17



Sign 20



Sign 21



Sign 21a



Sign 21b



Sign 21c



## Trail Network Warning Signage



Sign 5



Sign 25



Sign 26



Sign 27



Sign 28



Sign 29

## Cyclist Signage



Sign 6



Sign 7



Sign 8



Sign 23



Sign 30



Sign 31



## Roadway Wayfinding Signage



Sign 2



Sign 3



Sign 32