

SIGNAGE GUIDELINES

*A tool to assist and develop local partners'
Great Lakes Waterfront Trail wayfinding programs.*



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WAYFINDING PROGRAM

Clear and consistent signage is critical to people's enjoyment and safe usage of the GLWT.

The Great Lakes Waterfront Trail signage guidelines serve as a tool for local partners to create a consistent and recognizable Great Lakes Waterfront Trail experience. Signs deliver critical navigational information on site and together with the on-line maps help trail-users understand trail/route conditions, amenities and attractions. Confidence in the signage program will affect decisions to go beyond local community, willingness to return to the route in the future, and recommendations to other trail-users.

Signage is also one of the most common ways people learn about the new trails and routes, and therefore plays a major role in marketing and promotional objectives for the GLWT and the communities it connects.

Use of these guidelines will:

- Provide a recognizable image for the GLWT that will remain consistent and identifiable from one municipality to the next.
- Provide a signage package, which is concise, comprehensive and as compatible as possible with signage that may already exist along developed sections of the Trail.
- Provide an economical signage package, which can be easily installed and maintained by each municipality or authority through which the Trail travels.
- Allow for flexibility whereby signage can be adapted to existing and proposed trail situations and be re-useable when sections of the Trail are realigned. Some municipalities have developed local signage guidelines for their on and off-road trail systems. Communities participating in the Trail should incorporate the Great Lakes Waterfront Trail logos into local guidelines.

Additional Resources

For more Great Lakes Waterfront Trail design and signage resources refer to the 2007 WRT publication *Waterfront Trail Design, Signage and Maintenance Guidelines*. It is free to download and available online [here](#).

The 2007 signage guidelines provide community planners, public works departments, and trail managers with direction for a range of signage objectives related to this section of the Great Lakes Waterfront Trail.

FORMATS & SPECIFICATIONS

Standard signs are aluminum plate blanks with a reflective painted or sheeted surface.

These signs identify the main Great Lakes Waterfront Trail alignment. There are two types of signs:

Designation Signs

Designation signs are used to mark the Trail when no change in direction is required. They can be used in conjunction with a separate arrow tab for wayfinding when a change in direction is required. Designation signs are also referred to as “confirmation” signs, as they are used to confirm the route in-field and provide assurance to trail-users.



Directional Signs

Directional signs incorporate a directional arrow with the GLWT blaze on a single sign faceplate. Directional arrows can be any of the following: left, right, straight, slight left or slight right.



Colours



PMS 7499

C –
M 2
Y 15
K –



PMS 294

C 100
M 58
Y –
K 21



PMS Process Cyan

C 100
M –
Y –
K –



PMS 340

C 100
M –
Y 69
K –

Fonts

Great Lakes Waterfront Trail: Utopia

Additional Text: Gill Sans



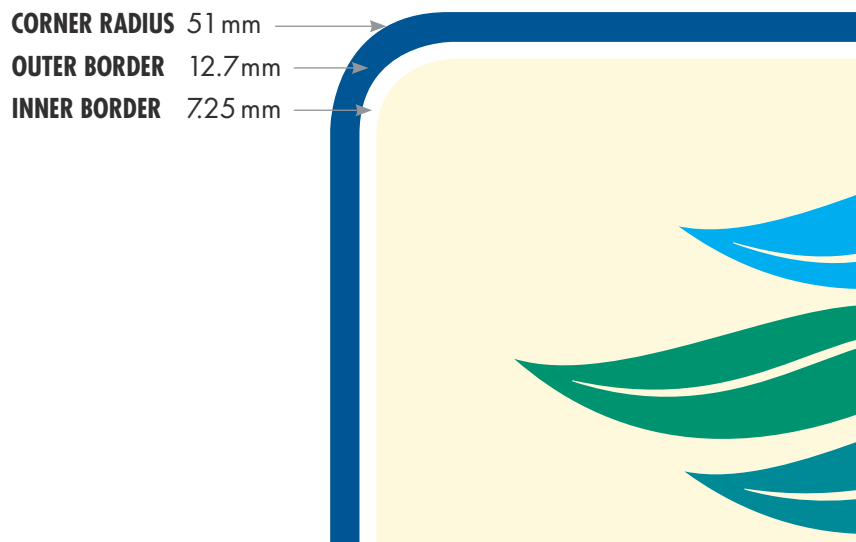
PMS 321

C 100
M –
Y 31
K 24

The Trust uses the following specs in its RFQs:

- 0.063 thick white or mill finish aluminum stock
- Digital reflective printing
- UV protective overlamine coating
- 3M engineering grade reflective background
- Two (10mm x 17mm) mounting holes, one each at the top and bottom
- Rounded corners as per specs below (applicable to all types of signs)

The typical lifespan of GLWT signage is 10–12 years before fading.



INSTALLATION & SPACING

Installation and spacing protocol should be followed when determining signage locations.

Signs should be placed:

- At about eye level for cyclists—about 2 m above the ground
- On the right side of the road
- When shrubbery and trees will not grow to obscure the signage

To increase user confidence, a *Designation Sign* should be installed approximately every 2 km along straight sections of road.

Designation Signs should generally be installed just after intersections, ideally within view of the previous side of the intersection

At intersections requiring a change of direction, a *Directional Sign* sign with a directional arrow should be installed approximately 15–30 m before the intersection. In addition, if the change of direction means that the trail users will shift from a paved to a gravel surface, this should be indicated on the advance sign to give cyclists time to prepare.

If the turn requires changing lanes or maneuvering in traffic, the sign should be placed ahead of the intersection at an appropriate distance to allow the cyclists to negotiate traffic. If appropriate, a second *Directional Sign* can be used at the intersection.

A *Designation Sign* should be used approximately 20–50 m following any intersection at which a change of direction was made.

REGULATORY & FLASHINGS

Regulatory Signage

Regulatory Signage falls under the jurisdiction of the trail authority and Municipality in which each particular section of the Great Lakes Waterfront Trail is located. The Ministry of Transportation provides guidelines on regulatory signage as they relate to cycling facilities. This information can be found in the *Ontario Traffic Manual Book 18 – Cycling Facilities*, which was published in late 2013. To download Book 18 from the Ministry of Transportation, follow these instructions:

- Access the MTO Library On-line at <http://www.mto.gov.on.ca/english/transrd/>
- Click [MTO Library Online Catalogue](#).
- Type “Ontario Traffic Manual” in the Keyword Search.
- Click [2](#) to move to the 2nd page of listings.
- Click the manual you wish to download:
[Ontario Traffic Manual Book – 18 Cycling Facilities](#).
[December 2013](#)
- Click on the file name under “*Attachements*” to view the manual. Right click and “Save As” to download it.

Flashings

Flashings are small, rectangular signs made of aluminum plate blanks with a painted surface.

These route markers are recommended for use where there is a pre-existing off-road trail designation that is easy to follow. The designation flashing should be mounted directly below the existing Trail markers, and generally do not need new poles.

Flashings are used exclusively where visibility can be minimized because of the simplicity of the route, the existence of a local brand. Flashings are mounted immediately adjacent to the Trail on existing posts wherever possible or on new posts as required.

Spacing for designation flashing is as needed to make the trail easily followed:

- Generally at every trail head, or cross street
- At any decision point or trail junction

Additional Resources

Provincial Roadways: See MMM Group Signage Plan

Municipal Roadways: See WRT Signage Audit

CATALOGUE

Confirmation Signs 300 x 300 mm, 150 x 150 mm

Confirmation signs are employed along on-road sections of the Trail where no change in direction is required. Where applicable, a local brand may be included.

T300C, F150C



Directional Signs 450 x 600 mm

Changes in direction will be marked with a Great Lakes Waterfront Trail directional sign. Wayfinding signs on-road have a height of 600 mm to accommodate a directional arrow and to maximize visibility in alignment with OTM Book 18.

R600R – Right Arrow

R600D – Slight Right Arrow

R600L – Left Arrow

R600G – Slight Left Arrow

R600S – Straight Arrow



Single Info Tab Signs 450 x 450 mm, 450 x 600 mm

The WRT may employ signs that indicate a distance to the nearest destination or direct trail users to nearby local attractions. These signs can incorporate local branding.

R4501

R6001 (when incorporating directional arrow)



Double Info Tab Signs 450 x 600 mm

Along remote sections of or at junction points in the route, the WRT may employ signs that indicate the direction and distance to (up to) two destinations or local attractions. These signs can incorporate local branding.

R6002



Provincial Roadways 450 x 450 mm, 450 x 600 mm

Where the GLWT utilizes Provincial roadways, MTO is installing the provincial bike route sign above the designation markers for the GLWT.

Provincial Bike Route Marker (OTM M511)

Paired with GLWT 450 x 450 mm Designation, or

450 x 600 mm Directional Sign



Bidirectional Designation 450 x 600 mm

These signs are deployed where the trail intersects at a "T" junction, and trail users may choose to travel in either direction.

R600B



Provincial Highway Alert

450 x 300 mm (tab)

450 x 600 mm (single sign faceplate)

These signs are deployed on local roadways where the trail makes a directional change onto a Provincial highway.

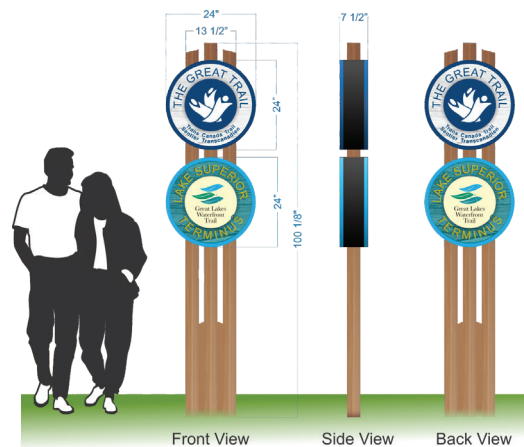
R600H



Terminus Signs

Installed at the termini of the Great Lakes Waterfront Trail. These signs will promote the full distance of the route.

R600F



Trail Signs

300 x 300 mm (Designation/Confirmation)

300 x 450 mm (Directional)

Offroad and multi-use trail sections of the GLWT are marked with reduced-size GLWT designation and directional blazes. Directional signage is 450 mm to accommodate the arrow.

T300C – Designation/Confirmation

T450R – Right Arrow

T450L – Left Arrow

T450S – Straight Arrow

T450D – Slight Right Arrow

T450G – Slight Left Arrow



Trail Flashings 150 x 150 mm

Trail flashings are employed on off-road sections of trail that accommodate pedestrian traffic or where low-impact signage is deemed appropriate. Directional arrows may be incorporated as a separate tab.

F150C – Designation/Confirmation

F300R – Right Arrow

F300L – Left Arrow

F300S – Straight Arrow

F300D – Slight Right Arrow

F300G – Slight Left Arrow



Trails of Distinction 450 x 600 mm

In 2017, the Great Lakes Waterfront Trail was recognized as one of five inaugural Trails of Distinction. While not part of the official wayfinding program, these signs can be placed at strategic points along the Trail.

R600T



Trail Ends Sign 450 x 300 mm

These tab signs are installed below GLWT confirmation signs to indicate a gap in the Trail. One trail ends sign is installed at each terminus of the gap. Trail ends tabs can be removed once a gap is closed, leaving confirmation signage in place.

R300E



Trailhead Sign 1524 x 1118 mm

Trailhead panels are double-sided, full colour, held by mounting posts. Panels are typically 0.100" aluminum plate reinforced with an interior aluminum support structure. The panel will typically have a UV/graffiti over laminate.

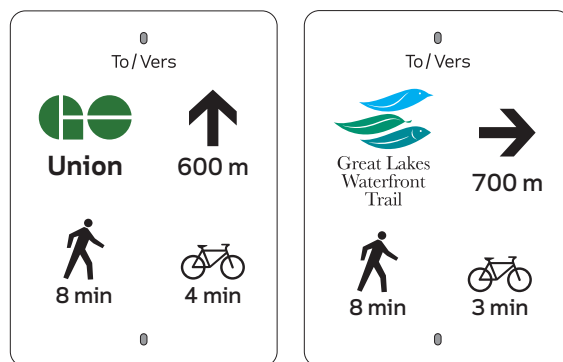
Mounting posts are typically aluminum, 3.25" x 3.25" x 1/8", with 0.5" rounded corners.

Great Lakes Waterfront Trail trailhead sign designs are consistent with AODA guidelines.



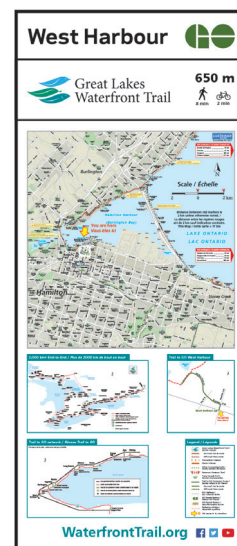
Trail2GO Connector Signs 450 x 600 mm

Designates commuter routes to and from the GLWT and select GO transit stations.



Trail2GO Info Panels 508 x 1118 mm

Used in GO bike corrals with limited space.



CODE LEGEND



*R6001ENBR = 600 mm tall road sign with a single info tab recommending an existing post in the Niagara-bound travel direction. *Should the sign include the 9th digit.*

How to interpret information generated by a signage audit as well as sign catalogue numbers:

Style Digit 1

- R** Road sign — 450 mm width
- T** Trail sign — 300 mm width
- F** Flashing sign — 150 mm width

Height Digit 2–4

These three digits represent the height in millimeters, informed by the sign style.

- ROAD** 450 mm for confirmation signs.
600 mm for signs with arrow designations or 2 tabs.
- TRAIL** 300 mm for confirmation signs, 450 mm for signs with arrow designations.
- FLASHING** 150 mm for confirmation signs, 300 mm for signs with directional arrows.
The arrow for 300 mm signs is incorporated on a separate 150 mm tab.

Designation Digit 5

Sign designations are broken into 14 categories:

- | | |
|---|---|
| C Confirmation sign | F Terminus sign |
| S Straight arrow designation | T Trail of Distinction sign |
| R Right arrow designation | H Highway notifier sign |
| L Left arrow designation | 1 Single info tab sign |
| D Slight right arrow designation (droit) | 2 Double info tab sign |
| G Slight left arrow designation (gauche) | U Unique designation signs that do not fit into any other category |
| B Bi-directional arrow designation | |
| E Trail ends sign | |

Post Recommendation Digit 6

- E** Existing post recommendation
- N** New post recommendation

Travel Direction Digit 7–8

Travel direction informs the side of the road that the sign will be placed on.

- QB** Quebec bound
- NB** Niagara bound
- TB** Tobermory bound
- CB** Collingwood bound
- SB** Sudbury bound
- SS** Sault Ste Marie bound
- MB** Manitoulin bound
- GB** Grand Bend bound

Secondary Designation Digit 9

Codes that include a 9th digit employ a secondary directional designation. Secondary designations are only of the types **S, R, L, D, G** or **B** and indicate the type of directional arrow incorporated on the sign. These are typically used only for Single Info Tab signs incorporating both a destination and a direction change (catalogue # R6001). Only signs requiring a secondary designation will include a 9th digit in the code.