



The Town of Niagara-On-The-Lake

Public Works
Telephone (905) 468-3278
Facsimile (905) 468-1722

3 Lorraine Street
P.O. Box 100
Virgil, Ontario
L0S 1T0

Report: PW-14-025 **Committee Date:** July 21, 2014

Due in Council: July 21, 2014

Report To: Public Works Advisory Committee
Subject: Designation of Greenbelt Cycling Route on Queenston Rd.

1. RECOMMENDATION

It is respectfully recommended

- 1.1 That Council endorse the designation of Queenston Rd. between Niagara Stone Road and York Road as part of the "Greenbelt Cycling Route" proposed by the Waterfront Regeneration Trust (WRT).
- 1.2 That the Operations Department be authorized to install the "Greenbelt Cycling Route" signage provided by the Waterfront Regeneration Trust on the Town's portion of the route.
- 1.3 That the Operations Department be authorized supply and install "Share the Road" signage to augment the signage provided by the Waterfront Regeneration Trust.

2. PURPOSE / PROPOSAL

The purpose of this report is to secure Council's approval to designate Queenston Rd. between Niagara Stone Rd. and York Rd. as part of the 460 km "Greenbelt Cycling Route" which will be signed accordingly and promoted Provincially.

3. BACKGROUND

Further to the attached letter (Appendix A) the Waterfront Regeneration Trust is requesting the Town's endorsement of and participation in designation of a portion of Queenston Rd. as part of the "Greenbelt Cycling Route".

The Greenbelt Route is an initiative of the not-for-profit Friends of the Greenbelt Foundation and the Waterfront Regeneration Trust Charity to create a signature 460 km cycling route though Ontario's Greenbelt, using existing infrastructure wherever possible. The proposed route is intended to showcase Greenbelt communities and provide links to urban centres along the route as well as connections to

local/regional cycling loops and the 1,400 km Waterfront Trail.

To date the Waterfront Regeneration Trust (WRT) has completed a feasibility study and identified a preferred route through the Niagara Region including Niagara-on-the-Lake. Once local and Regional approvals for the preferred route have been secured and signs are erected, the WRT will publish route maps, launch the route with a recreational bike tour, and will promote the Greenbelt Route through multiple channels including a detailed website and various promotional resources.

4. DISCUSSION / ANALYSIS

A total of 11.65 km of the proposed route lie within Town boundaries, with 4.95 km under the jurisdiction of the Regional Municipality of Niagara (York Rd.) and 6.7 km on Town roadways (Queenston Rd.). Regional staff are helping coordinate installation of the route within the Region including completion of a route audit, and have identified proposed sign locations on both Regional and municipal roads. It is estimated that 8 signs will be required to mark the Town portion of the route.

Commencing this summer Queenston Road is scheduled for section-by-section reconstruction including the installation of 1.5 metre shoulders to accommodate pedestrians and cyclists. However, end-to-end reconstruction will not be completed until 2020 and until that time portions of the roadway have limitations as a cycling facility due to narrow shoulders, curves and vehicle operating speeds of up to 70 km/hr. The proponents of the Greenbelt Cycling Route have been advised of these limitations, and will flag Queenston Rd. with the appropriate cautions on their website and published maps.

To help improve motorist awareness of cyclists using Queenston Rd., the Operations Department plans to augment the "Greenbelt Route" signage supplied by the WRT with "Share the Road" signage (same post) on any sections of Queenston Rd. which do not have a minimum shoulder width of 1.5 metres.

5. FINANCIAL IMPLICATIONS

The installation of 8 "Greenbelt Cycling Route" signs supplied by the Waterfront Regeneration Trust is estimated to cost \$1,600, and the purchase/same post installation of 8 "Share the Road" signs an additional \$600 for a total cost of \$2,200. Sufficient funds are available within the appropriate road maintenance accounts for this purpose.

6. COMMUNICATIONS

Once approved by Council, the Town Clerk will send a record of the motions in a letter of endorsement to the Waterfront Regeneration Trust. Launch and promotion of the "Greenbelt Cycling Route" will be managed by the WRT, although Town dignitaries and staff may be invited to participate.

7. CONCLUSION

Queenston Rd. and York Rd. were identified in the 2004 Master Transportation Plan as part of a planned network of cycling infrastructure. Designation of this corridor as part of the Greenbelt Route supports existing on-road cycling routes as well as connecting with the multi-use trail along the Niagara River Parkway.

It is anticipated that the establishment of a Greenbelt Cycling Route from Northumberland to Niagara, and subsequent promotion of that route will be a positive economic and tourism benefit to all of the host municipalities including Niagara-on-the-Lake.

Prepared by,



Marci Weston
Engineering Technologist

Approved by,



Doug Kerr, C.E.T.
Manager of Public Works

Respectfully submitted,



Sheldon Randall
Director of Operations



 **Mike Galloway, MBA, CMO**
Chief Administrative Officer

ATTACHMENTS



PW-14-025 Appendix A.pdf

WEB ATTACHMENTS

ATTACHMENTS FOR LINK

First Capital of Upper Canada - 1792



Waterfront Regeneration Trust

July 3, 2014

To: Corporation of the Town of Niagara-on-the-Lake

Cc:
Marci Weston,
Traffic Engineering Technologist

Eric Acs
Project Manager, Regional Municipality of Niagara

RE: ***Request for Endorsement for the implementation of the Greenbelt Route in the Town of Niagara-on-the-Lake***

Dear Sir or Madam ,

This letter is written to request the Town of Niagara-on-the-Lake's support for the Greenbelt Route on the section of Route that passes through Niagara-on-the-Lake.

The Waterfront Regeneration Trust has been working with regional and local municipality planning and transportation staff to identify an alignment for the proposed Greenbelt Route.

The proposed Greenbelt Route is a project of the Friends of the Greenbelt Foundation and the Waterfront Regeneration Trust Charity to create a signature provincial cycling route from the County of Northumberland to the Region of Niagara using existing infrastructure wherever possible. The Greenbelt Route will showcase Greenbelt communities and provide a way for Ontarians to experience the countryside, towns and municipalities on route. As project lead, the Waterfront Regeneration Trust has developed a focused three-year work plan to identify, sign and launch the route by 2015. The Greenbelt Foundation is funding the WRT's work on this project.

The following letter gives a short background on the project, outlines the work completed to date, and lays out the action plan and the current request.

Project Background

The Greenbelt Route will create a 460 km signature provincial cycling route that traverses six regions: the County of Northumberland, Regions of Durham, York, Peel, Halton, Niagara and the City of Hamilton. It will showcase communities en route, and provide links to urban centers along the Greenbelt as well as connections to the 1400 km Waterfront Trail.

Working in partnership with Transportation Options, the project includes six Welcome Cyclists Workshops to inform local businesses and attractions of the Route, the associated benefits of the cycling tourism market, and engage them in the promotion of the route to enhance their own business.

The new route will take advantage of the rapidly growing interest in cycling tourism. In 2010, 2 million Canadian visitors went cycling while traveling in Ontario and spent \$391 million, (an increase of 25% and 18% respectively from 2009.) According to the League of American Cyclists, American cyclists spend \$47 billion annually while cycle touring. Quebec vacationing cyclists spend \$134 million annually. Building on this

trend, the Greenbelt cycling route will inspire Ontarians to connect to the communities in the Greenbelt in a new and exciting way - by touring and exploring by bike.

Work to date

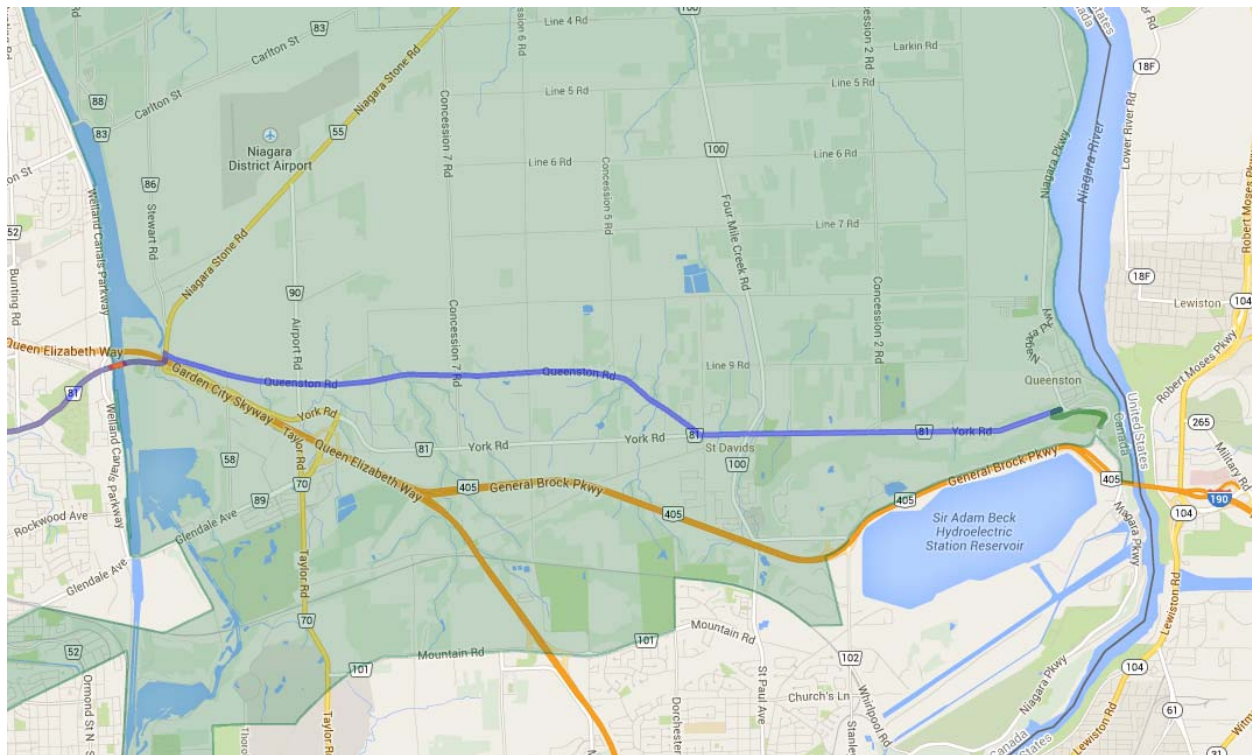
In fall of 2012, the Waterfront Regeneration Trust (WRT) completed a feasibility study for the cycling route, which was funded by the Greenbelt Foundation. Since then the WRT has met with both regional and local staff to determine a preferred route through the Town of Niagara-on-the-Lake. The preferred alignment was guided by both local and regional transportation plans.

The preferred route was presented by Erik Acs from the Niagara Region at a Greenbelt-wide Mapping Workshop which was attended by staff from across the Greenbelt communities. The workshop identified local attractions, services en route, and areas where extra caution or notes are appropriate.

During the week of May 5-10, a Mobile Workshop was held on the Greenbelt Route that invited municipal partners, tourism officials, and cycling advocates to learn more about the project and cycle the route. More than 35 people took part in the Niagara workshop and provided very positive feedback of the proposed route.

Proposed Greenbelt Route Alignment:

The Route through the Town of Niagara-on-the-Lake is shown on the map below. For a more detailed view of the route, please visit the project website here: www.greenbeltcycles.com



Future Work Plan

Winter – Summer 2014

- WRT will seek local and regional approvals for the preferred route.
- WRT will commission the creation of Greenbelt Route maps
- Welcome Cyclists Network workshops to be held across the Greenbelt Regions to introduce the route to local businesses and expand community support

Summer 2014

- Wayfinding Workshop: The WRT will lead a session to develop a consistent wayfinding strategy for directional signage along the route and its connections. Strategy will accommodate existing local and regional planning.
- Signage Audit. WRT will assess the route to determine the appropriate directional signage to mark the route. Each municipality will review results to confirm audit results reflect local and regional standards.

Fall 2014 – Spring 2015

- Signage will be provided to municipalities by the WRT. The Greenbelt Foundation is providing funding to cover the cost of the production of directional signage. The local and Regional Councils will be responsible for installing the signage on their respective facilities
Example signage can be found on the partner website here:
<http://www.greenbeltcycles.com/resources.html>

Summer 2015

- The Greenbelt Route will be launched with a fully supported recreational bike tour of the entire route modeled after the Great Waterfront Trail Adventure and organized by the Waterfront Regeneration Trust.
- In addition the Greenbelt Foundation will publish various promotional resources. A website featuring detailed maps will be made available to the public and the Route will be promoted through multiple channels

Roles and Responsibilities

The Greenbelt Foundation grant includes funding for signage, mapping and the launch event. It does not include funding for infrastructure improvements. The launch of the route is not contingent on any infrastructure improvements, and maps and promotional materials will clearly indicate what conditions users can expect to encounter.

In return for their involvement the Municipalities and Regions will gain a signed provincially significant cycling route and a tremendous promotional partner in the Greenbelt Foundation. For example, the Foundation has plans to launch a guide and web resources for visitors and residents. The Greenbelt Route will showcase and connect people to the businesses and attractions in the area.

Community Partners

The Town of Niagara-on-the-Lake's involvement is essential to moving forward and would involve:

1. Formally endorsing the route through appropriate channels
2. Installing Greenbelt Route directional signage provided by the Greenbelt Foundation on the identified route
3. Participating in the launch celebrations in 2015

The Waterfront Regeneration Trust

The WRT will provide ongoing leadership on the Greenbelt Route including:

1. Liaise with Regional and local municipality staff to ensure the necessary approvals are sought and obtained
2. Conduct signage audit and determine quantity of signs needed
3. Provide signs to the Town of Niagara-on-the-Lake
4. Work with Transportation Options and the Ontario by Bike/Welcome Cyclists program to engage businesses in how to profit from cycle tourism in the region
5. Launch the route with an end-to-end event

Next Steps

To move forward with the implementation plan described above, the Waterfront Regeneration Trust requests the Town of Niagara-on-the-Lake's endorsement for the preferred alignment of the Greenbelt Route and support for plans to implement the route in time for a 2015 launch. The WRT will continue to work with local and regional staff to assess the route and determine if updates are needed.

Please feel free to contact me or Peter Lipscombe, project manager (pl@wrtrust.com or 416-943-8080) with any questions you may have.

We look forward to working with you on this exciting initiative.

Regards,



Marlane Koehler
Executive Director
Waterfront Regeneration Trust
mk@wrtrust.com 416-520-4205