



STAFF REPORT ACTION REQUIRED

Street Name Signage Program

Date:	January 10, 2007
To:	Public Works and Infrastructure Committee
From:	General Manager, Transportation Services
Wards:	All Wards
Reference Number:	<i>P:\2007\ClusterB\TRA\NorthYork\pwi07014tsny</i> (3746)

SUMMARY

As one of its initiatives for the beautification and cleanliness of the road rights-of-way, City Council gave consideration to the consolidation and coordination of street name signage, to address the many issues of inconsistent colors, fonts, legibility, placement, size and shape that remain as legacies from the former municipalities.

This report proposes a program for the replacement of existing street name signage with signs that raise the current standard to a distinctive level, introduces commonality of color and shape with the use of high quality of materials for the signs and their associated mounting hardware, including high level of reflectivity for improved legibility at all times of the day and, finally, proposes consistency and distinctiveness for those City neighbourhoods and BIAs that request specific identification and branding.

The proposed program also presents criteria for the standard location of street name signs within the right of way. It also suggests a process to make available to the public for purchase, those street name signs that have been decommissioned.

RECOMMENDATIONS

Transportation Services recommends that:

1. the sign shown in Appendix No. 2 of this report and the design guidelines outlined in detail as Appendix No. 3 of this report, be adopted as the street name sign style for the City of Toronto;
2. street name signs be located on the right of way in accordance with the guidelines outlined in detail as Appendices No. 5A and No. 5B of this report;
3. decommissioned street name signs be made available for public purchase at a nominal cost of \$10.00 per sign, in accordance with the criteria outlined in detail as Appendix No. 6 of this report; and
4. the appropriate City officials be authorized to take whatever action is necessary to take effect thereto.

IMPLEMENTATION POINTS

The implementation schedule of the proposed program will be subject to the preparation of appropriate tenders for the purchase of the new street name signs and associated mounting hardware.

FINANCIAL IMPACT

There are no immediate financial impacts associated with the adoption of this report. The proposed continued replacement of street name signs but with the new design at a rate of 2000 to 2500 signs per year can be accommodated within the 2007 Recommended Operating Budget of Transportation Services. This current annual cost totals \$120,000 per year or between \$50.00 and \$60.00 per sign.

Two Options for Street Name Signage Program Enhancement are described in this report. These options would accelerate the replacement of signs but as they would have significant impacts on the budget, these options are not being recommended at this time. Option A) would require an increase to the Operating Budget of approximately \$0.500 million. Option B) would require the approval of a new capital project totalling \$3.000 million scheduled over 3 years.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

Following amalgamation of the former municipalities, Transportation Services received numerous complaints and comments from a broad range of citizens regarding the large variety of legacy street name signs. The majority of these complaints were similar in nature to the ones received by the corresponding departments of the former municipalities and addressed specifically, the size of the signs, the difficult legibility due to the use of capital letters in the sign text and their lack of reflectivity both in day and night conditions. Complaints received from citizens, seniors, tourists as well as emergency services staff, also mentioned the poor condition of the signs and their inconsistent placement at intersections, which made it difficult to see them in time to make timely and safe turns or lane changes.

Based on the above comments and at the request of the Seniors Task Force, Transportation Services embarked on a review of the street name signs within the City of Toronto in 1998, which included extensive testing of different sizes, font types and sign location at major intersections.

In 1999, City Council endorsed a project to install oversized street name signs throughout the City and approved the necessary capital funding to initiate the installation of oversized street name signs at all signalized intersections where major and minor arterial roads intersect. This program is continued on a yearly basis.

In 2001, following the success of the oversized street name sign initiative, City staff directed their attention to the design of a new City of Toronto street name sign, which would integrate as many of the positive features of the oversized street name signs as possible. Specific attention was placed on addressing the concerns that existing signs were too small and difficult to read, particularly at night. Staff was also receiving complaints that many signs were in a general state of disrepair and, particularly in the former City of Toronto, were significantly covered with rust.

There are between 60,000 and 70,000 street name signs in the City of Toronto. While there is no planned City-wide street name sign wholesale replacement program, between 2,000 and 2,500 street name signs are replaced on an annual basis, because they are faded, damaged or missing.

A new street name sign was designed and approved by senior staff of the former Works and Emergency Department and the installation of the new street name signs was initiated.

However, in the spring of 2005, staff was asked to report to the Works Committee and address concerns that had been brought forward by the public with regards to the new street name signs that were being installed.

At its meeting of September 28, 29 and 30, 2005, City Council adopted Clause 1 of Report 8 of the Works Committee, which recommended that staff be directed to review

proposed changes to street name signs and include in that program a consultation process which should also seek the advice of the Urban Design Section and the Roundtable on a Beautiful City. In addition, staff was directed to only replace damaged and/or missing signs during this process.

ISSUE BACKGROUND

The firm of Kramer Design Associates Limited was retained to assist with the graphic and technical design of new street name signs for the City of Toronto. A staff project team which included members of the Urban Design Section and Transportation Services worked with the consultant in this project.

In the process of designing a new street name sign, the project team considered a number of important factors. Amongst them, the creation of a single sign that could be used throughout the City of Toronto as a harmonized, modern and contemporary identifying feature of the public space and the review of the experience with the font style, mix of upper and lower case letters, size and reflectivity which were gained in the manufacture and installation of the oversized street name signs.

Another important factor which also was considered by the project team were the several initiatives of City Council regarding the beautification of the road allowances, urban design improvements, new street furniture, etc.

A number of sign design options were initially considered by the project team which are shown in attached Appendix No. 1 to this report.

The principal objective of street name signs is the clear and legible identification of streets and intersections. In addition to this objective, other criteria that were considered in the evaluation of the street name sign design options, include originality, modern and contemporary look, background and font colour, font type and size, etc.

Common and standardized attachment mechanisms were also developed, to eliminate the large variety of supporting hardware which is currently required to attach street name signs to the multitude of pole styles on the roads rights of way.

COMMENTS

1) Street Name Sign Style, Dimensions and Types

As a result of the evaluation process, the street name sign selected by the project team, is shown in attached Appendix No. 2.

The proposed sign is formed by three elements.

1. A middle three-dimensional part common to all types of signs and on which the name of the street would be placed. The sheeting and lettering material will be reflective to maximize the visibility of the signs under all light conditions.
2. The proposed signs have an upper blade, attached to the middle three-dimensional part, which would be used to show the City's logo or to provide space on the sign for neighbourhood, community or Business Improvement Area (BIA) branding and identification.
3. A lower blade, also attached to the three-dimensional part, which would be used to display the number of the nearest address on the street. The latter feature was an important component of the design and a request by both the public and emergency services staff.

This design based on separate components, was also chosen because it facilitates the replacement of any single damaged component, without having to replace the entire sign as is the case with current signage.

Given the number of road classifications and types in the City, two sizes of signs are proposed. The larger sign has a length of 96.5 cm (38 inches) and would be used on arterial roads, where vehicular speeds are higher and sight distances are longer, thereby requiring larger overall dimensions and lettering. A smaller sign, with an overall length of 76.2 cm (30 inches) with proportionally smaller dimensions and font sizes, which would be used at intersections of collector and local roads.

All signs and their attachment hardware are proposed to be manufactured from high quality extruded aluminium. The design and the material have been reviewed and confirmed by a Professional Engineer, who advised on the structural elements of the signs to ensure their durability under the harsh Toronto weather and environment.

The middle section will be "Toronto blue" in colour with white lettering in all signs, regardless of their size or location.

To ensure that the modern and contemporary style and character of the new street name signs is maintained throughout the City, the text and characters which will be placed on street name signs, will adhere to the colors, font sizes and other criteria outlined in the "City of Toronto Street Signage Standards Manual" which is attached as Appendix No. 3 to this report.

The criteria outlined in this manual, recognize the need to institute a hierarchical level of street name signage which will ensure clarity in the message provided by the signs. This is achieved by maintaining consistency in the color of the street names, consistent typography and consistent proportions of the signs, regardless of their location.

The upper and lower blades will be in white colour. However, for those signs to be located in BIAs or other designated communities, these blades would be manufactured of brushed aluminium to highlight the differing character of these areas and to significantly add to the ornamental character of their street name signs.

A pre-tender budgeting and pricing process was also undertaken, which concluded that the new street name sign design could be manufactured at costs which are similar to existing ones. Therefore the rate of annual replacement of 2000 to 2500 signs can be maintained under the existing budget allocation.

2) Consultation Process

As directed by the former Works Committee, the proposed street name signs were first presented to the Roundtable on Clean and Beautiful City and the administration of the Toronto Association of Business Improvement Areas (TABIA). Both organizations indicated their support for the proposed design.

Four public meetings also took place during the month of September, 2006, at the North York Civic Centre, the Scarborough Civic Centre, the Etobicoke Civic Center and Metro Hall. These meetings were advertised in Metroland papers throughout the City. A total of 48 people attended these meetings, amongst them representatives of various ratepayers associations and BIAs. Many comments were received from attendees and later also through an Internet site set up specifically for this purpose.

In general terms, the comments that were provided by the public are positive with regards to the street name sign design. Concerns were principally expressed with regards to the process that will be followed in the installation of the new street name signs. Examples are:

- Can the City expedite the street name sign replacement process so that more signs are replaced on an annual basis?
- What are the criteria that will govern the design of branding and identification of communities and BIAs on the signs?
- What will be the cost to communities and/or BIAs for the replacement of existing signs with new ones?
- Will there be a program to purchase old/decommissioned street name signs?

These and other matters have been considered by staff and are addressed in the subsequent sections of this report.

3) Branding and Identification of Communities and Business Improvement Areas (BIAs)

The principal purpose and main objective of street name signage is to provide geographic location information throughout the City. The clarity of this information is paramount as it is critical to emergency services, visitors, service providers and residents in general.

Taking advantage of the existence of street name signage, BIAs, residential communities and some commercial organizations, have traditionally used it as an opportunity to attach identifying markers to delineate and distinguish their areas. This branding typically consists of specific logos, text, symbols or emblems which are incorporated in street name signs either at the area's boundaries or at all intersections within it.

In the past, as there were no criteria to administer, regulate and harmonize the information for branding on street name signs, this information, at times, overwhelmed the principal message of the street name signs for place and direction.

The upper blade of the proposed street name signs is designated for the incorporation of identifying features that will distinguish areas in a consistent manner. In addition, street name signs which will be used to brand an area would be manufactured with a brushed aluminum finish to highlight the particular character of the area and differentiate it from other general areas of the City. The lower blade of the signs, dedicated for the placement of street numbers would, also be finished in brushed aluminum.

This will ensure that first, street name signs have a homogeneous look throughout the City of Toronto, second, ensure that street name signs are commensurate with the beautification of its streets and third, improve the functionality of the right of way elements.

These criteria, that will govern the standards for branding on City's street name signs, are also included within Appendix No. 3. The standards propose the use of a maximum of two colors for branding and describe the preferred font size and placement of information within the upper blade of the new street name signs.

Some comments were received from organizations, requesting that the design of branding allowed in the street name signs, be unrestricted. Other organizations have argued that the requirement to pay for the placement of their identity on street name signage should give them the freedom to decide which information will be included in the branding.

However, these requests cannot be accepted as they do not conform to the need to maintain a level of consistency in street name signing. Organizations that wish to brand and identify their areas in a particular or specific manner have many other alternatives to present the information which they want to highlight.

The payment that is charged for the branding of street name signs is compensation for the cost to manufacture and install the specific signs. This payment cannot be construed to be a license to undertake unfettered use of the civic domain.

Adherence to defined and harmonized criteria for street name signage ensures that the City will be able to maintain control over a principal element of the public and civic domain and will reduce the clutter of fonts, colors and images which at times, is currently superimposed on street name signs. This will ascertain that the message provided by the branding of street name signs does not overwhelm the street name and street address number information and that, while distinct and individual, all street name signs in Toronto, regardless of their location, follow a consistent format.

Some examples of how distinctive character for specific areas could be achieved by following the proposed criteria are illustrated in Appendix No. 4.

4) Street Name Sign Location

As previously noted, during the public consultations and subsequent feedback opportunities, the placement of street name signs was an issue that was brought forward several times. Consistent placement of street name signs on the right of way is of assistance to the public, particularly for drivers who have to make decisions in a short span of time.

The ability to place street name signs at specific locations is very dependant on the particular local conditions. For example, the presence of sidewalks, hydro poles, light standards, traffic signals and other traffic sign installations, might require that a street name sign be situated outside of a desired location.

In that respect, the Sign Location Manual attached as Appendices No. 5A and No. 5B, provides guidelines for the preferred location of street name signs, in accordance to the class of road for which the signs are installed.

Where possible, street name signs are attached to existing poles on the road right of way. However, where this is not feasible due to the location of existing poles or due to clutter of other signs and support hardware already existing on a pole, it is necessary to install free-standing poles to support the street name signs.

5) Options for Street Name Signage Program Enhancement

As indicated earlier in this report, the proposed street name signage program, as presented, will allow the continuation of the current rate of replacement of damaged or missing signage.

During the public consultation meetings, several options were suggested by the public to accelerate the rate of street name sign replacement and renewal from the current standards. As any enhancement of the current program would have budgetary implications, the budget implications of the suggested options are described as follows:

- a) Replace all signs at an intersection, when one of them needs replacement. This proposal would ensure that, particularly in the case of intersection between arterial roads, there is uniformity of signage on all corners of the intersection. It is estimated that this option would result in an additional annual cost of \$450,000 to \$500,000. It would be necessary to review the ability of the Transportation Services current labour force to undertake the additional work.
- b) Replace the entire City's street name signage within a 3-year period. This option would require an additional \$1,000,000 in each of the three years. There would also be labour implications to achieve the sign manufacturing and installation schedule proposed in this option.

While these options to accelerate the replacement of street name signage could be considered in the future, they have significant budgetary impacts and therefore are not being recommended in the current report.

Where free-standing poles are required for the installation of street name signs, the standard currently used are square 2 inches by 2 inches metal struts, or 4 inches by 4 inches treated wood poles. These styles of supports do not complement the improved quality of the signs that are proposed in this program. Therefore, consideration has been given to improve the quality of the poles. Use of round poles of an appropriate diameter and quality would result in the entire street name signage system, namely the signs, the attaching hardware and the supporting pole being of the highest possible quality. Preliminary cost estimates indicate that replacing existing metal struts with round supporting poles can be accomplished within existing budget allocations.

6) Decommissioned Street Name Signs

An important request brought forward by several members of the public attending the open houses, was to have the ability to purchase the street name signs that are being decommissioned by the City.

Some municipalities catalogue and retain their discarded street name signs, and make them available for purchase. The City of Ottawa, for example, maintains an on-line site where the public can check the availability of signs, which are catalogued in alphabetical order and then purchase them for a nominal cost of \$10.00, at a dedicated facility.

A similar system could be established in Toronto, whereby street name signs that have been removed due to their unacceptable condition on the road, can be made available to the public. Signs that do not present a danger by having sharp or rusted edges, could be

retained at one of the Transportation Services yards and stored for a reasonable length of time, within which the signs would be made available to the public for purchase on a first-come-first-served basis. If a sign is not sold within the defined storage period, then it would be disposed of to free up storage space for new signs. The details of such a program are indicated in attached Appendix No. 6.

CONTACT

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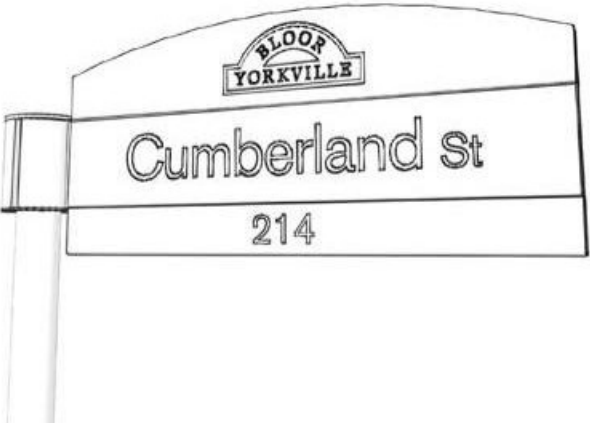
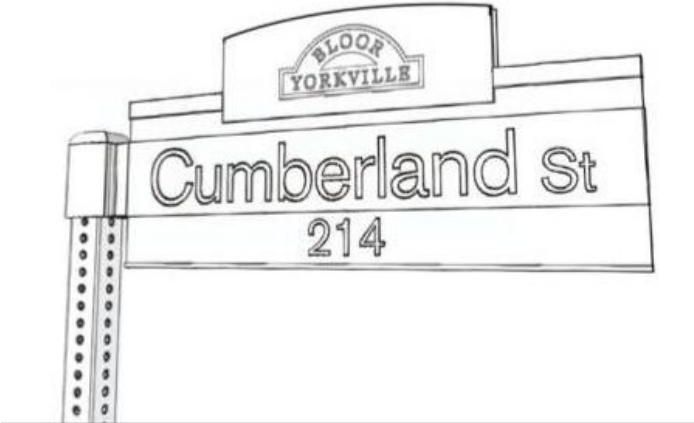
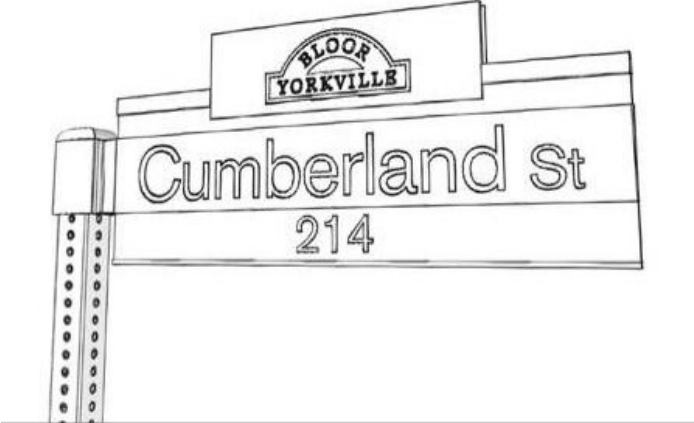
SIGNATURE

Gary Welsh, P.Eng
General Manager

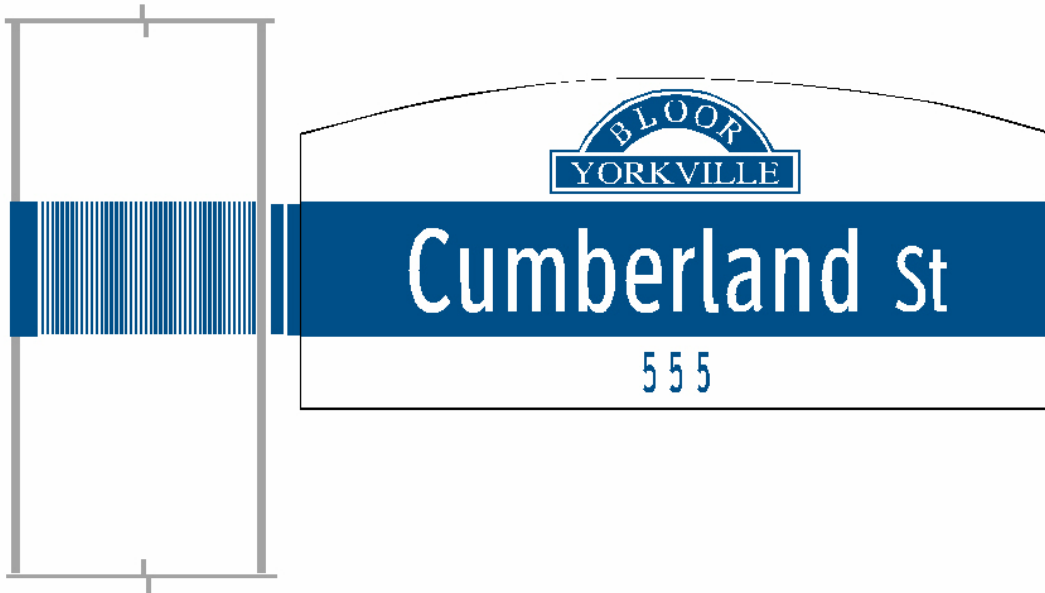
ATTACHMENTS

- Appendix No. 1 Street Name Signs Design Options
- Appendix No. 2 Proposed Street Name Sign
- Appendix No. 3 Street Signage Standards Program Manual
- Appendix No. 4 Examples of Street Name Branding
- Appendix No. 5A Street Name Sign Location on the Right-of-Way Main Intersections
- Appendix No. 5B Street Name Sign Location on the Right-of-Way Intersections of Minor Streets
- Appendix No. 6 Decommissioning and Sale of Old Street Name Signs

STREET NAME SIGNS DESIGN OPTIONS



PROPOSED STREET NAME SIGN



City Of Toronto Street Signage Program Standards Manual

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Street Name Guidelines

Typography

The City of Toronto has selected to continue with the Clearview type family for its overall Street Signage Program and should be used consistently throughout the program. The typeface, using upper and lower case letters, reads easily and quickly, and its simple, modern aesthetic reflects the City's brand attributes.

Clearview was developed for traffic signs and has been shown to be significantly more legible at night.

A system of letterspacing, word spacing, line spacing and hierarchy of letter weights provides maximum legibility with a visual emphasis on message.

In all applications, the typographic system is centred with upper and lower text. Flush left and justified copy are not allowed for this system.

Street Name	Clearview CD-45 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Municipal Address	Clearview BD-55 1 2 3 4 5 6 7 8 9 0



Street Name Guidelines

Colour Usage Guidelines

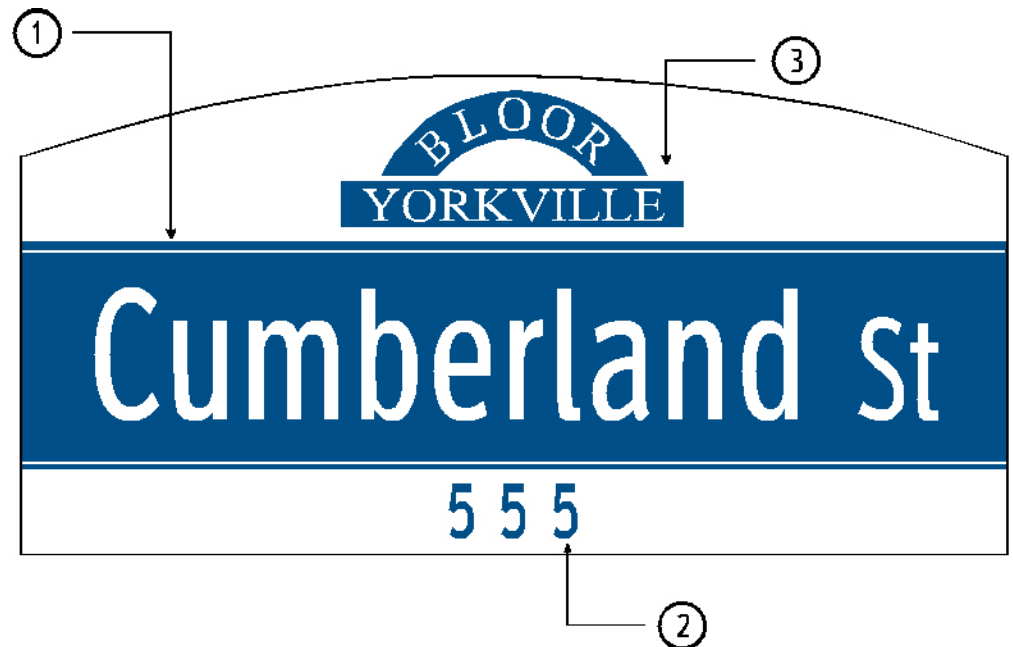
Signage Branded with neighbourhood and B.I.A. branding are manufactured with brushed aluminium.

1. **City of Toronto Blue**
Pantone 647
Reflective Vinyl

Street Names in White
Reflective Vinyl

2. **City of Toronto Blue**
Pantone 647
Reflective Vinyl

3. **Neighbourhood / BIA Branding**
The two colours of this branding are selected by each Neighbourhood / BIA.



Street Name Guidelines – City Logo - Small Version (30" Version)

Typography

Street Names, Street Suffixes and Municipal Addresses are differentiated by clear type hierarchy to assist users in efficiently reading and reviewing sign content. All information is aligned on a centre axis.

1. **Street Name Identification:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name

2. **Street Name Suffix:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Suffixes should consist of two letters, for example: Avenue: Av, Boulevard: Bl, Street: St, Road: Rd, Place: Pl, Crescent: Cr, Court: Ct, Drive: Dr, Gardens: Gd, Way: Wy.

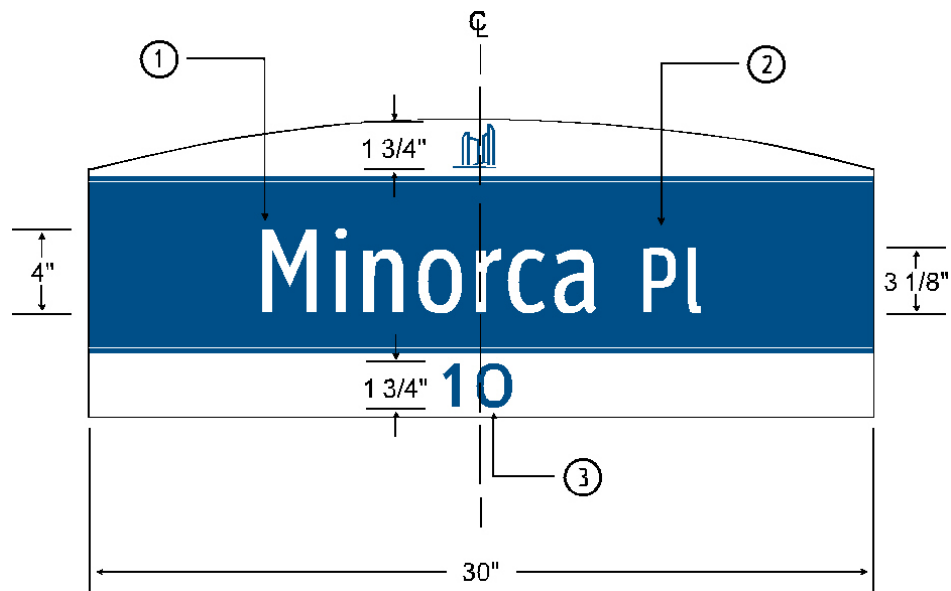
3. **Municipal Address:**

Font: Clearview 55

Colour: Blue

Alignment: Centre, align foot line of text to 1"

Use: Municipal Address



Street Name Guidelines – Neighbourhood and BIA - Small Version (30' Version)

Typography

Street Names, Street Suffixes and Municipal Addresses are differentiated by clear type hierarchy to assist users in efficiently reading and reviewing sign content. All information is aligned on a centre axis.

1. **Street Name Identification:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name

2. **Street Name Suffix:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name Suffix

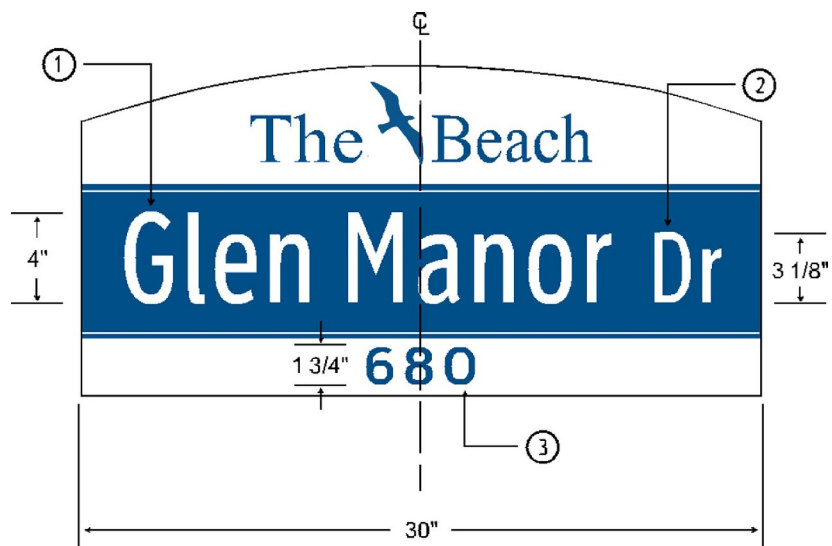
Suffixes should consist of two letters, for example: Avenue: Av, Boulevard: Bl, Street: St, Road: Rd, Place: Pl, Crescent: Cr, Court: Ct, Drive: Dr, Gardens: Gd, Way: Wy.

3. **Municipal Address:**

Font: Clearview 55

Colour: Blue

Alignment: Centre, align foot line of text to 1"



Street Name Guidelines – Neighbourhood and BIA - Small Version (30' Version)

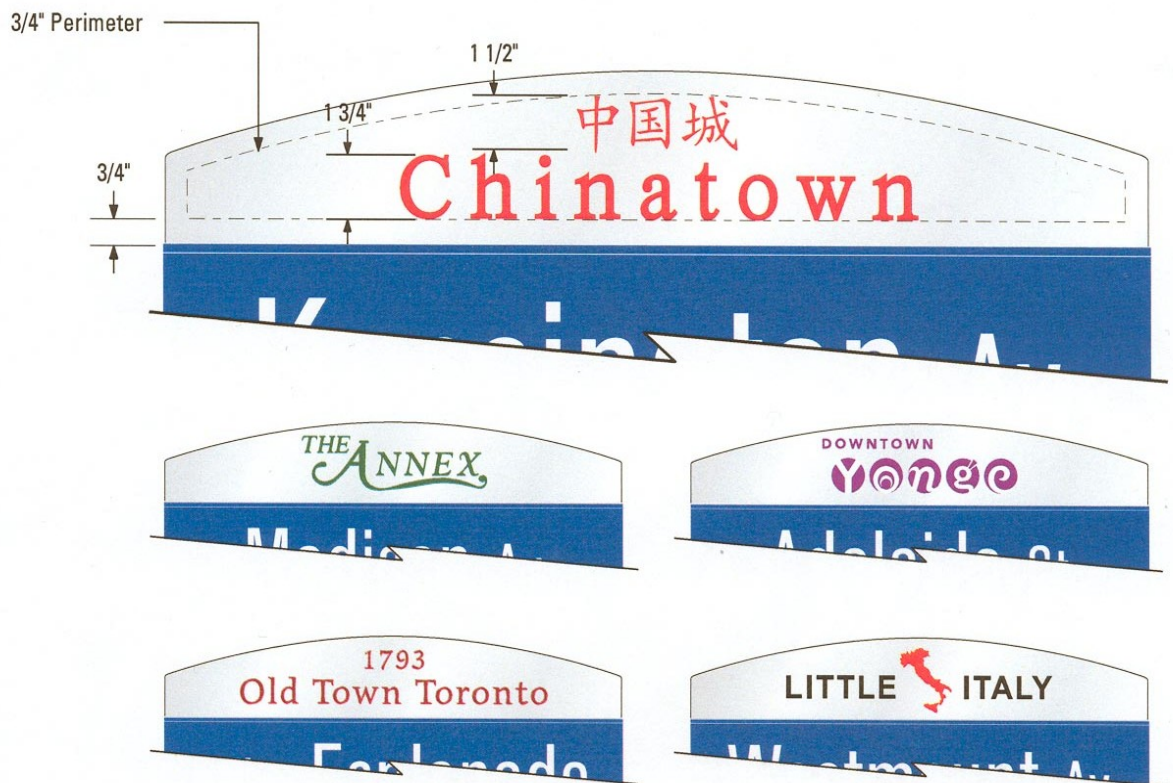
BIA Branding Guidelines

The Cap height for primary naming in the brand should be no less than 1 3/4" and no greater than 2 5/8".

Secondary text should be no smaller than 3/4".

Text a maximum of two colours. Branding colours should be kept to a minimum. Colours should be legible and provide adequate contrast.

Legibility is controlled by several related factors: these include letter height, style of lettering, boldness, and colour contrast. Recognizing that BIA branding is inherently more ornamental than street name designation, it is essential that letter height and colour is used effectively to achieve proper results.



Street Name Guidelines – Neighbourhood and BIA - Small Version (30" Version)

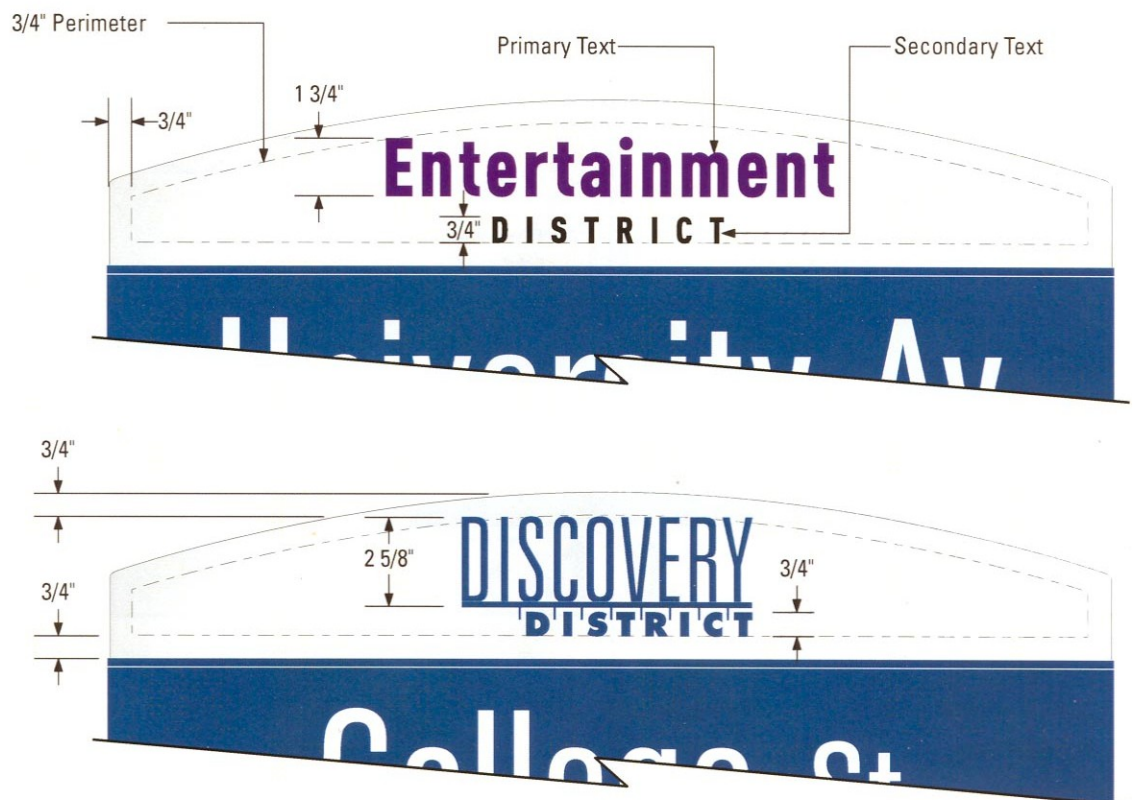
Neighbourhood Branding Guidelines

The Cap height for Primary text in the brand should be no less than 1 3/4" and no greater than 2 5/8".

Secondary text should be no smaller than 3/4".

Neighbourhood branding should be a maximum of two colours. Branding colours should be kept to a minimum. Colours should be legible and provide adequate contrast.

Legibility is controlled by several related factors: These include letter height, style of lettering, boldness, and colour contrast. Recognizing that neighbourhood branding is inherently more ornamental than street name designation, it is essential that letter height and colour is used effectively to achieve proper results.



Street Name Guidelines – City Logo - Large Version (38" Version)

Typography

Street Names, Street Suffixes and Municipal Addresses are differentiated by clear type hierarchy to assist users in efficiently reading and reviewing sign content. All information is aligned on a centre axis.

1. **Street Name Identification:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name

2. **Street Name Suffix:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name Suffix

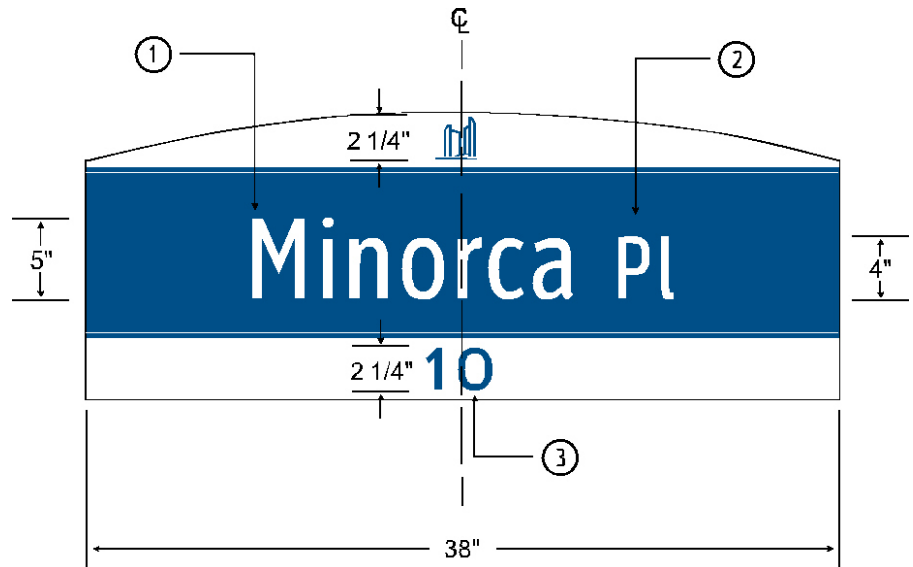
Suffixes should consist of two letters, for example: Avenue: Av, Boulevard: Bl, Street: St, Road: Rd, Place: Pl, Crescent: Cr, Court: Ct, Drive: Dr, Gardens: Gd, Way: Wy.

3. **Municipal Address:**

Font: Clearview 55

Colour: Blue

Alignment: Centre, align foot line of text to 1"



Street Name Guidelines – Neighbourhood and BIA - Large Version (38” Version)

Typography

Street Names, Street Suffixes and Municipal Addresses are differentiated by clear type hierarchy to assist users in efficiently reading and reviewing sign content. All information is aligned on a centre axis.

1. **Street Name Identification:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name

2. **Street Name Suffix:**

Font: Clearview 45

Colour: White

Alignment: Centre, align foot line of text to 1"

Use: Street Name Suffix

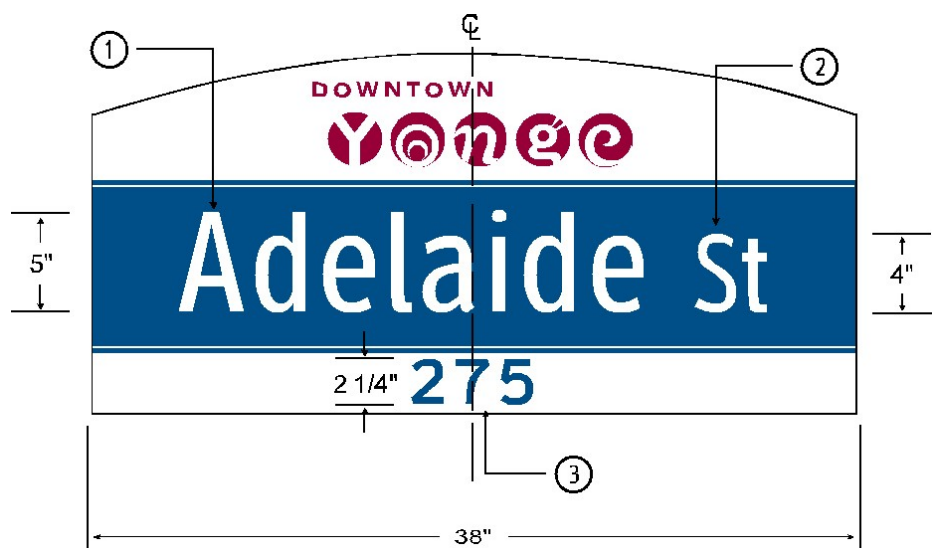
Suffixes should consist of two letters, for example: Avenue: Av, Boulevard: Bl, Street: St, Road: Rd, Place: Pl, Crescent: Cr, Court: Ct, Drive: Dr, Gardens: Gd, Way: Wy.

3. **Municipal Address:**

Font: Clearview 55

Colour: Blue

Alignment: Centre, align foot line of text to 1"



Street Name Guidelines – Neighbourhood and BIA - Large Version (38" Version)

BIA Branding Guidelines

The Cap height for primary naming in the brand should be no less than 2 1/4" and no greater than 3 1/4".

Secondary text should be no smaller than 1".

Text a maximum of two colours. Branding colours should be kept to a minimum. Colours should be legible and provide adequate contrast.

Legibility is controlled by several related factors: these include letter height, style of lettering, boldness, and colour contrast. Recognizing that BIA branding is inherently more ornamental than street name designation, it is essential that letter height and colour is used effectively to achieve proper results.



Street Name Guidelines – Neighbourhood and BIA - Large Version (38" Version)

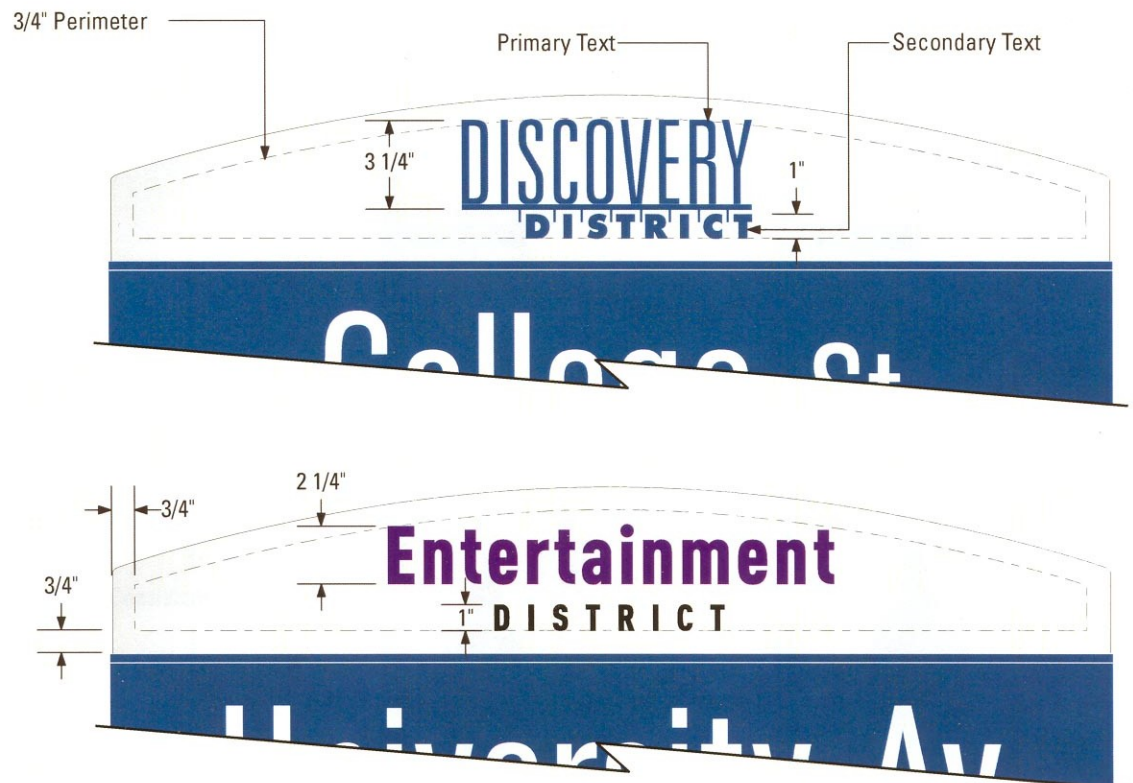
Neighbourhood Branding Guidelines

The Cap height for primary naming in the brand should be no less than 2 1/4" and no greater than 3 1/4".

Secondary text should be no smaller than 1"

Text a maximum of two colours. Branding colours should be kept to a minimum. Colours should be legible and provide adequate contrast.

Legibility is controlled by several related factors: these include letter height, style of lettering, boldness, and colour contrast. Recognizing that neighbourhood branding is inherently more ornamental than street name designation, it is essential that letter height and colour is used effectively to achieve proper results.



Placement of Street Name Signs on the Right of Way

These guidelines are designed to ensure that, as much as possible, street name signs in the City of Toronto are installed in consistent locations within the right of way, so that drivers and pedestrians can anticipate the position of these signs thereby reducing the visual search for this information.

The ability to place street name signs at specific locations is dependant on the particular local conditions. The presence of sidewalks, hydro poles, light standards, traffic signals, street furniture or other impediments to sight lines, might preclude the installation of a street name sign at a preferred location.

Therefore this is a guide for the preferred location for installation of street name signs, barring insurmountable obstacles or unusual conditions, in accordance with the classification of the intersecting roads.

Street Name Sign Location

Intersections between Arterials, Minor Arterial and Collector Roads:

Street name signs should be installed on the near-right side of all legs of the intersection, as indicated in Appendix 5a.

Other Intersections:

Street name signs should be installed on the near-right side of the legs of the road with the higher classification. For intersections between local roads, street name signs should be installed on the near-right side of the road with the highest AADT (Annual Average Daily Traffic), as indicated in Appendix No. 5B.

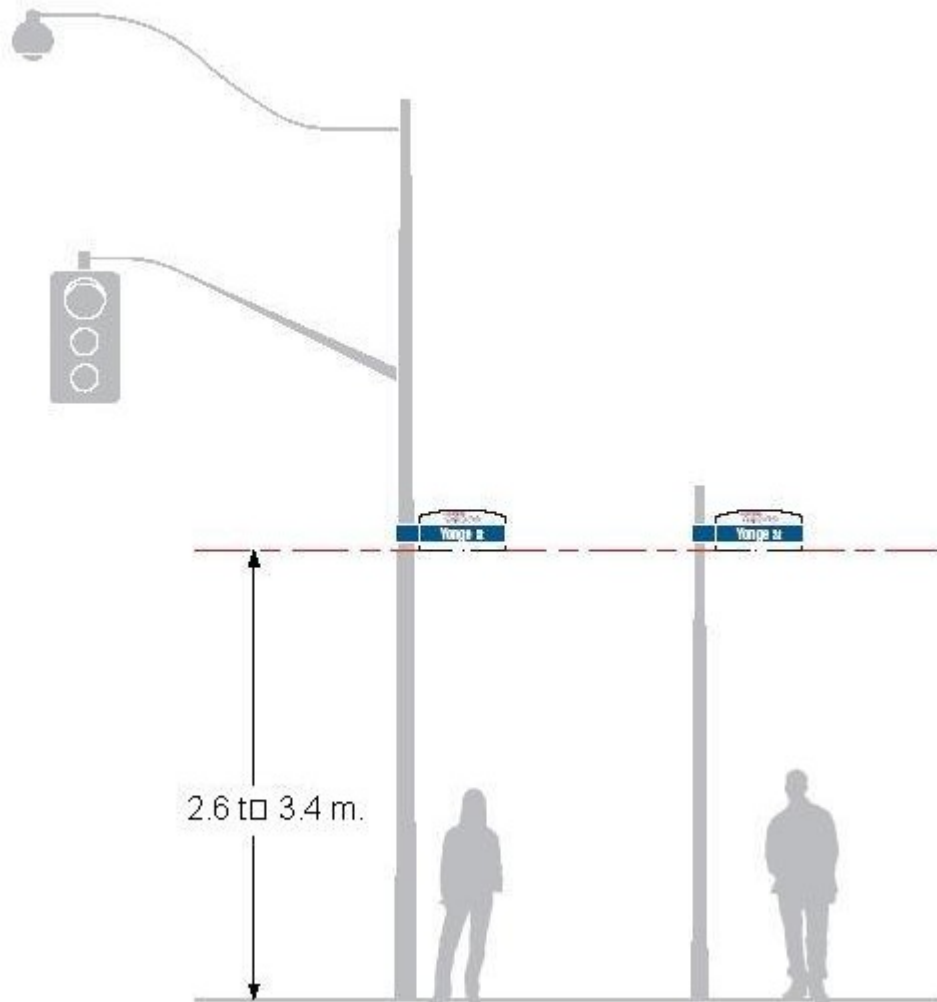
At curved intersections, signs should be installed on the outside of the curve as close as feasible to the dividing line between the two intersecting roads.

Signs should be located between the curb and property line of the road, not farther away than 15 metres from the curb of the intersecting road.

Street name signs will preferably be installed on existing poles, however if such poles are not located at a preferred location, then stand alone poles will be installed to support the street name signage.

Street Name Sign Height

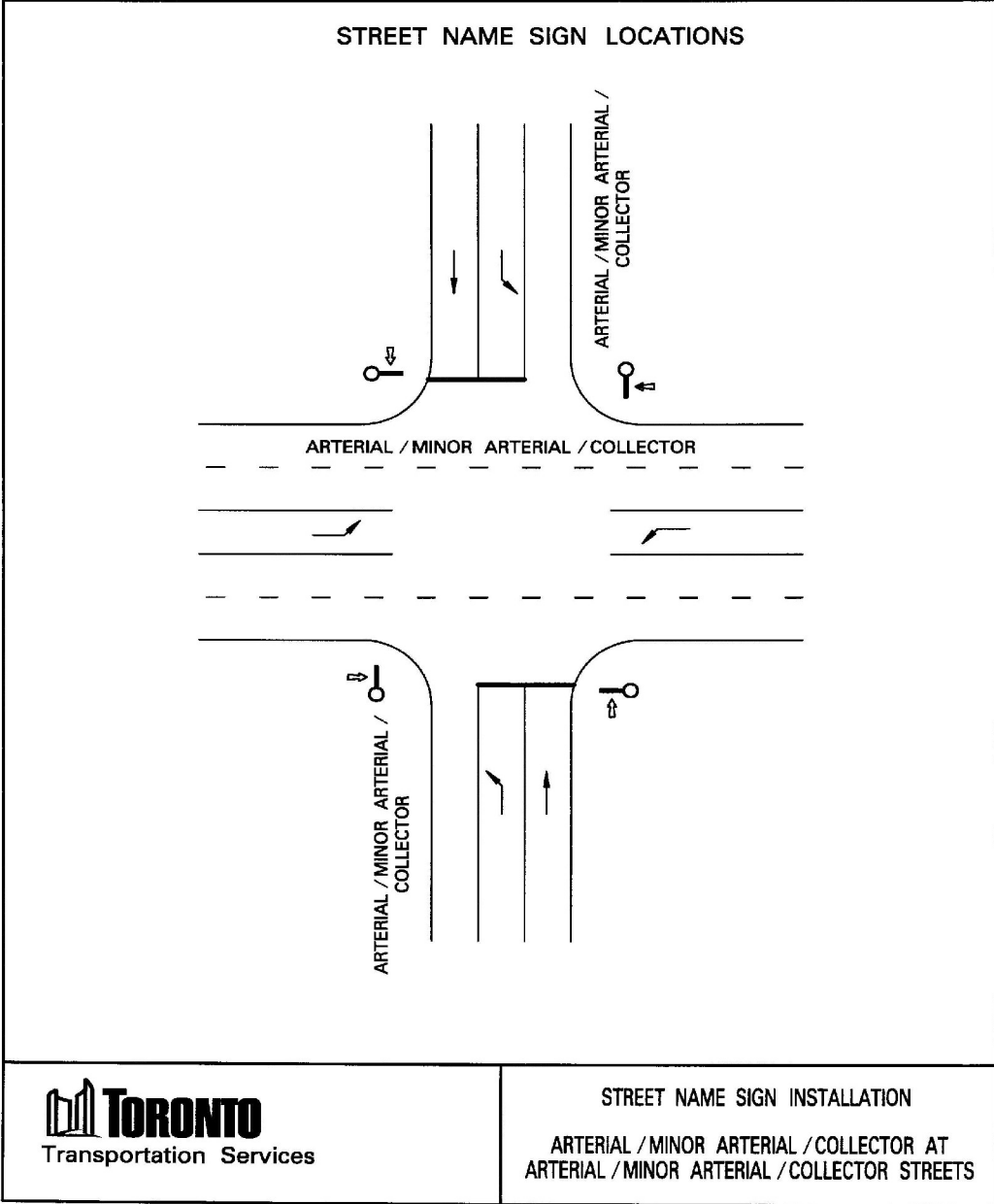
Street name signs should be installed at a height between 2.4 metres and 3.6 metres from the ground, measured from the bottom of the sign.



EXAMPLES OF STREET NAME BRANDING

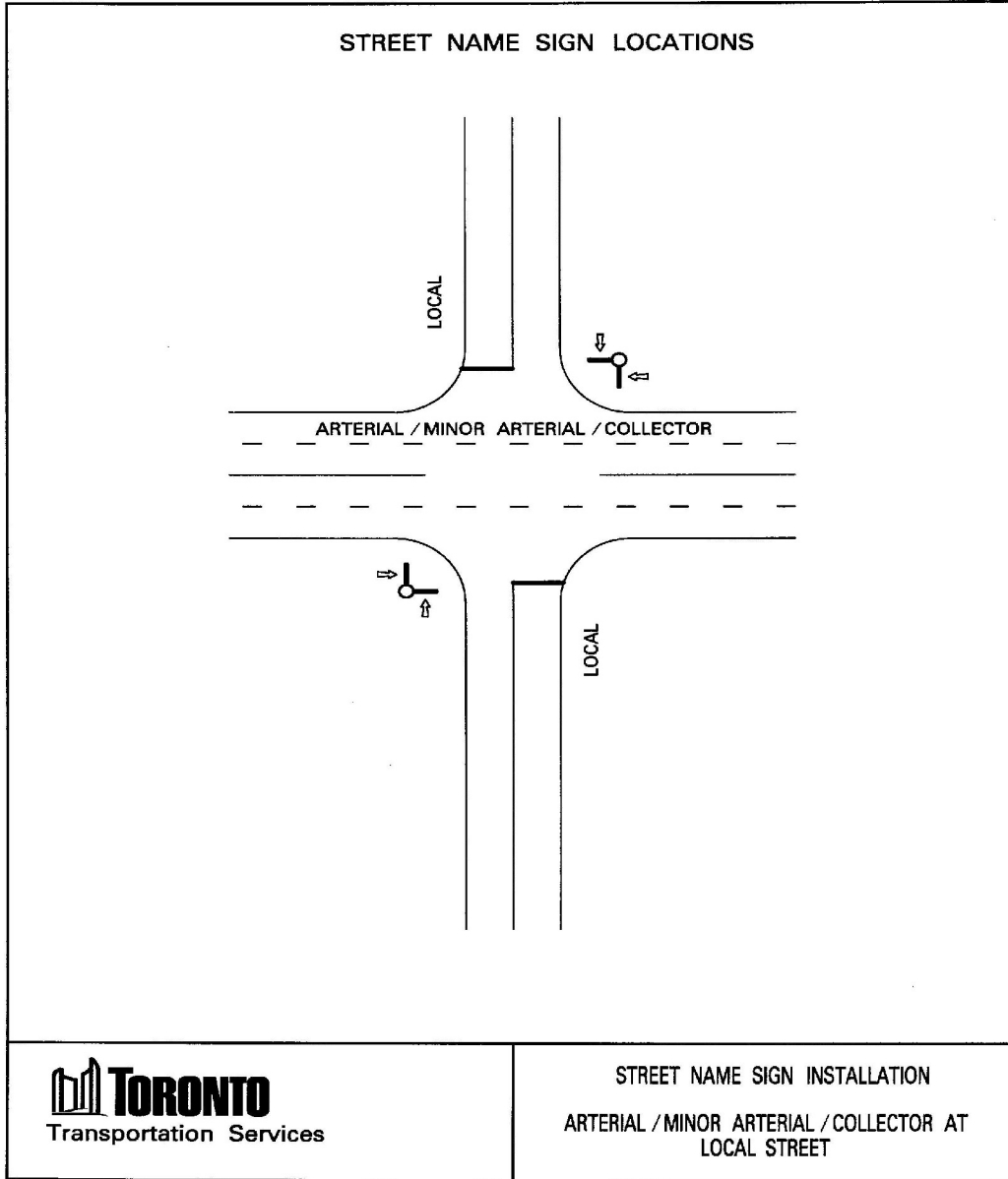


STREET NAME SIGN LOCATION ON THE RIGHT- OF-WAY MAIN INTERSECTIONS



TC1070.DGN

STREET NAME SIGN LOCATION ON THE RIGHT – OF-WAY INTERSECTIONS OF MINOR STREETS



DECOMMISSIONING AND SALE OF OLD STREET NAME SIGNS

- 1) Street name signs which are replaced because of their deteriorated condition but are still in a sound and safe physical condition, will be made available to the general for purchase. Decommissioned Oversized street name signs will not be sold to the public.
- 2) Decommissioned street name signs will be stored at the City of Toronto Sign Shop, 40 Toryork Drive, for one year

A list of available decommissioned street name signs will be available on the Transportation Services web site

The public can order decommissioned street name signs by e-mail.

Decommissioned street name signs will be sold at a price of \$10 each.

After confirmation of the order, the signs have to be picked up in person and payment by cheque or money order is due upon pick up of the sign

Decommissioned street name signs will be made available for purchase on a first-come-first-served basis

Ordered signs will only be held for 14 days, after which they will be returned to the sign availability list