



STAFF REPORT ACTION REQUIRED

Installation of “Eglinton Way” Gateway Sign – South East Corner of Eglinton Avenue West and Chaplin Crescent

Date:	June 3, 2008
To:	Toronto and East York Community Council
From:	Manager, Traffic Planning/Right of Way Management Transportation Services, Toronto and East York District
Wards:	St. Paul’s – Ward 22
Reference Number:	Te08041te.row

SUMMARY

This staff report is regarding a matter which the Community Council has delegated authority from City Council to make a final decision.

Transportation Services has assessed an application on behalf of the Eglinton Way Business Improvement Area to install and maintain a custom unlit decorative gateway sign structure, along with benches and planters within portions of the public right of way at the southeast corner of Eglinton Avenue West and Chaplin Crescent. The Eglinton Way BIA feels that the existing sign and planters at this location are dated, too small in scale, and their current state of rusting, present an undesirable image for the BIA. The BIA feels that the proposed installations will present a high quality image for their area as well as be a tasteful civic improvement for the City of Toronto.

As the gateway sign, benches and planters do not negatively impact on the public right of way, Transportation Services recommends the approval of these encroachments.

RECOMMENDATIONS

Transportation Services recommends that Toronto and East York Community Council:

1. approve the installation of the unlit gateway sign structure, benches and planters within portions of the public right of way to be installed at the southeast corner of

Eglinton Avenue West and Chaplin Crescent, subject to the Eglinton Way BIA entering into an encroachment agreement with the City of Toronto, agreeing to but not limited to the following:

- a. maintain the gateway sign structure, benches and planters at their own expense in good repair and a condition satisfactory to the General Manager of Transportation Services and will not make any additions or modifications to the encroachment beyond what is allowed under the terms of the Agreement;
 - b. obtain clearance and/or sign off from Toronto Hydro and satisfy any requirements that Toronto Hydro may have;
 - c. obtain clearance and/or sign off from Toronto Parks, Forestry & Recreation, Urban Forestry group and satisfy any requirements that Urban Forestry may have;
 - d. obtain clearance and/or sign off from Toronto Water and satisfy any requirements that Toronto Water may have; and
 - e. accept such additional conditions as the City Solicitor or the General Manager of Transportation Services may deem necessary in the interest of the City; and
2. Legal Services be requested to prepare and execute the Encroachment Agreement.

Financial Impact

Funding for this project is included in the approved 2008 Capital Budget of Economic Development, Culture and Tourism.

ISSUE BACKGROUND

An application has been submitted by a representative of Economic Development on behalf of The Eglinton Way Business Improvement Area requesting permission to install and maintain an “Eglinton Way” gateway sign structure together with benches and planters within portions of the right of way at the southeast corner of Eglinton Avenue West and Chaplin Crescent. This location is situated at the BIA’s western entry area.

The BIA has indicated that the existing sign and planters at this location are dated, too small in scale, and their current state of rusting, present an undesirable image for the BIA. The BIA feels that the proposed installations will present a high quality image for their area as well as be a tasteful civic improvement for the City of Toronto. Photos of the proposed location of sign are shown on Appendix ‘A’.

The proposed gateway structure will be approximately 11 m long and 6.1 m in height. The structure will consist of three concrete pillars with bronze decorative metal work affixed thereto. The columns will support an arch-like square steel tubing structure with

metal lettering affixed to it inscribing “The Eglinton Way”. The sign will be situated 3.15 m above the grade of the City sidewalk. The sign is not to be illuminated. On Appendix ‘B’, we have provided a copy of a conceptual drawing denoting the proposed gateway sign.

Transportation Services had reviewed the proposal and has determined that the gateway structure will not negatively impact on the right of way.

Given the potential impact of this project on existing utility services, it is the applicant’s responsibility to undergo a public utility review with a view of obtaining clearances from the affected utility agencies or satisfying their requirements prior to the issuance of a construction permit authorizing work within the public right of way. At the time of the preparation of this report, clearance from Toronto Hydro, Toronto Water and Urban Forestry were still outstanding.

COMMENTS

Applicable regulation

City Council, at its meeting of April 14, 15 and 16, 2003, adopted, as amended, Clause 16 of Report No. 3 of the Works Committee entitled “Identification and Directional Road Signage Policy” and in doing so, approved, among other things, that consideration could be given to non-illuminated welcoming/neighbourhood signs including signs in Business Improvement Areas, subject to meeting certain criteria. In addition, the application was to be forwarded to the appropriate Community Council for final approval.

As the proposed sign meets the criteria established by City Council, we are reporting on the matter to the Toronto and East York Community Council.

Reasons for approval

In keeping with the guidelines established by City Council for identification/welcoming signs, Transportation Services has reviewed the application and determined that the application meets the criteria and given the fact that the gateway sign structure will not impact negatively on the public right of way, we are recommending approval. The BIA will have to enter into an encroachment agreement for the gateway sign and satisfy any requirements imposed by Toronto Hydro, Toronto Water and Urban Forestry.

CONTACT

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SIGNATURE

Angie Antoniou, Manager
Traffic Planning/Right of Way Management

ATTACHMENTS

Appendix 'A' - photos of the proposed location of sign

Appendix 'B' - conceptual drawing denoting proposed gateway sign

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