



STAFF REPORT INFORMATION ONLY

Toronto Water's Construction Signage

Date:	April 21, 2009
To:	Public Works and Infrastructure Committee
From:	General Manager, Toronto Water
Wards:	All Wards
Reference Number:	P:\2009\Cluster B\TW\pw09012

SUMMARY

Construction signage in the City of Toronto is implemented through Project Sign Guidelines developed by Strategic Communications. Toronto Water uses these guidelines to design signage for capital projects longer than two weeks. The current guidelines provide all City divisions with a City of Toronto sign template and instructions to include construction information related to the timing of work, the kind of work being completed and the purpose of the improvement. In addition to the construction information, a City of Toronto message, “we’re under construction to serve you better”, is included on all templates.

Financial Impact

There are no financial implications arising from this report.

DECISION HISTORY

On November 12, 2008, the Public Works and Infrastructure Committee referred the letter from Councillor Fletcher, Ward 30, Toronto-Danforth, requesting a report on options to enhance Toronto Water’s construction signage to highlight the City’s efforts to renew aging water and wastewater infrastructure to the General Manager of Toronto Water for consideration and report to the Public Works and Infrastructure Committee. The Decision Document can be found at the following link:

<http://www.toronto.ca/legdocs/mmis/2008/pw/decisions/2008-11-12-pw20-dd.pdf>

ISSUE BACKGROUND

Toronto Water has a multi-million dollar capital program that includes hundreds of short and long-term projects. These consist of upgrades to water and wastewater treatment plants, watermain and sewer rehabilitation and replacement, upgrading service line connections and stormwater projects. In the past, Toronto Water used a standard black and white construction sign to provide information to the public on improvements and activities.

In 2007, Strategic Communications reviewed the signage practices in all City divisions and put in place a Project Sign Guideline to ensure consistent messaging and sign templates throughout the City on construction and improvement projects. See:

Attachment #1: Capital Improvement Project – Construction/Repair Sign

Attachment #2: Capital Improvement Project – Construction Sign Specification

Attachment #3: Image of sign at Construction location

Attachment #4: Strategic Communications Project Sign Guidelines

COMMENTS

The City of Toronto's Sign Project Guidelines have been developed to ensure that signs being installed provide the public with information on improvement projects; provide a consistent look and feel to the signs used throughout the City; and provide the public with more detailed project information. For some long-term larger construction projects, the public can also obtain additional information through the City's web site at www.toronto.ca/improvements.

Sign templates and specifications were developed for project managers working on City construction projects. Many of Toronto Water's construction projects are managed through the City of Toronto's Technical Services Division. Project managers work with the contractors, and Toronto Water, to determine construction start dates, technical requirements, timelines, etc. Each project manager is responsible for ensuring proper signage is posted at all construction sites. Signs are installed at locations (see Attachment #3), where work will take longer than two weeks, as per the City's Project Sign Guideline.

Strategic Communications has provided Project Sign Guidelines to ensure divisions include on all signs: timing, the kind of work being completed and what the improvement is, for example if it's to improve/beautify a park upgrade a City facility; or create new facilities/infrastructure.

CONTACT

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SIGNATURE

Lou Di Gironimo, General Manager
Toronto Water

Attachment #1

Capital Improvement Project - Construction/Repair Sign (mounted)

Watermain Construction
Casimir Street

We're under construction to serve you better.

This City of Toronto project will improve watermain service.

Expected Completion: Summer 2007

Contract # 07TE-78WS
www.toronto.ca/improvements
For emergencies call: 416-392-5555

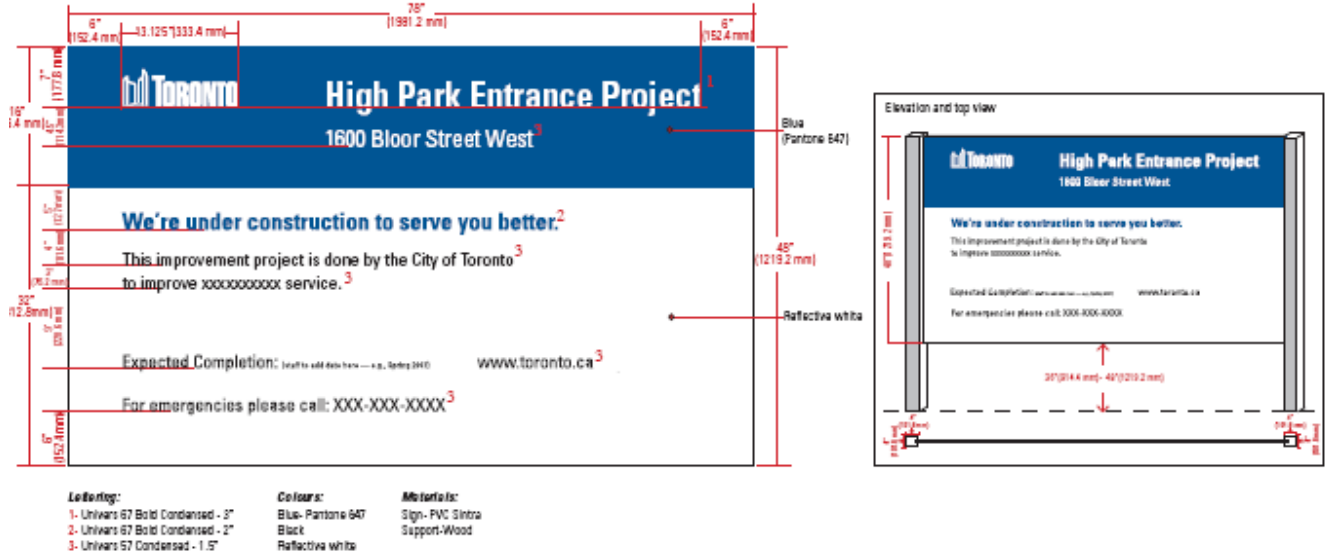
2" | 8" | 2" | 48" | 2" | 48" | 2"

Font: 1 Universe 57 Condensed bold - 105 pt. 2 Universe 57 Condensed bold - 175 pt. 3 Universe 57 Condensed medium - 175 pt. 4 Universe 57 Condensed medium - 100 pt. 5 Universe 57 Condensed medium - 100 pt.

Colours: City Blue - pantone 647
Black
Reflective White

Attachment #2

Capital Improvement Project Construction Sign Specification



Attachment #3



Introduction

The City is implementing new signage guidelines and templates for all new construction / improvement projects in all City divisions.

The purpose of the new guidelines is to:

Ensure signs are installed to provide the public with information about improvement work being done (watermains / roads / facilities / parks, etc.) throughout the City.
Provide a consistent look and feel to the signs used throughout the City.
Provide the public with more detailed project information via the City's web site.

Consistent with these objectives:

Sign templates and specifications have been established.
A web site has been created to provide the public with more detailed information than can be provided on the signs.
New signage guidelines and templates have been developed for project managers.

Implementation

Role of Communication Staff

Communicate these guidelines and procedures to Project Managers in your client divisions so that they know about new procedures for construction/improvement signs (i.e. the need for signs to be posted and project information made available on the City's web site).

Post information on the "Improvements" web page (www.toronto.ca/improvements).
Submit content for the "Improvements" web page to Web Services in advance of the construction start date so that the information is live on the site when the signs are installed.

New Guidelines

Signs are required if:

- The construction/improvement project will take a minimum of two weeks, or longer, to complete; and
- The work may generate public interest; and
- The work is a capital project (funded by capital budget); and
- The work will improve service (watermain, roads, etc.); or

- The work will improve and/or beautify parks; or
- The construction work is being done to upgrade City facilities; or
- The construction work is being done to create new facilities/infrastructure.

Procedures:**1. Select the appropriate sign template:**

- Sign templates are available on the City's intranet site at: http://insideto.toronto.ca/cip/cip_signage.htm (Refer to Chapter 7.9)
- The location of your sign (e.g. street right-of-way) will determine the size.

2. Customize your sign, using one of the templates provided:

- The text on the template is provided as a sample only. Change the text on the template so that it reflects the details of your project including the:
 - Title (including location and address or address range)
 - Body text (keep it short). For example: This improvement project by the City of Toronto will improve watermain, road, traffic, etc.
 - Date the construction will be completed (Spring, Summer, Winter, Fall 2007)
 - City's emergency phone number (e.g. 338-8888, 338-9999, etc.)

3. Production:

- You may continue to incorporate the signs into the purchasing contract so that the contractor is responsible for fabrication and installation of the signs. You will need to provide the contractor with the sign specification drawing and text for the sign. If posts and legs are required for the sign, the contractor should take care of this. You will also need to advise your contractor that he/she is responsible for removal and disposal of the sign once the project is completed.
- You may choose to have signs made by the City's internal sign shops:
 - Parks, Forestry and Recreation sign shop located at 50 Booth Avenue. Installation would still be done by your contractor (or by other arrangement). Note: Quotes and estimates can be provided by the sign shop on request. Contact John DeFrancesco at 392-7289.
 - Transportation sign shop located at 40 Toryork Drive. Contact John Pezzente at 338-4806 or 392-1636.

4. Installation:

- Signs must be in place when work begins.

- Signs should be posted in the area where the work is taking place, and be visible to the public. In general, signs should be near entry and exit points (or beginning and end locations) for the project. Your contractor can help determine the appropriate location taking into account obstruction and sight lines.

5. Post project information on the City's Web site:

- Your communications rep will complete and submit the project information to Web Services to ensure the information is available to the public. It is the project manager's responsibility to provide the project information to the Communications representative.