



**Michael
Thompson**

Chair, Economic Development
and Culture Committee

Toronto City Councillor
Scarborough Centre, Ward 37

Date: February 3, 2012
To: Members of the Scarborough Community Council
From: Councillor Michael Thompson
Subject: Business Community Sign Installation – Ward 37 – Crockford Business Area

RECOMMENDATION(S)

That Toronto City Council authorize the General Manager of Transportation Services to approve the design, the location and permit the installation of business community signs within the public road allowance to identify the Crockford Boulevard Business community.

That the Neighbourhood Improvement Unit in Transportation Services be responsible for maintenance of the installed signs, including removal of graffiti and keeping the signs in a state of good repair.

BACKGROUND

The Crockford Boulevard Business community is located on Crockford Boulevard between Lawrence Avenue East and Bertrand Avenue in Ward 37. The business owners in this community are proud to work in this area and have requested that I put forward this Motion seeking permission for appropriate signage to be installed that will recognize their community and identify it to consumers.

A preliminary estimate for the signs to be designed, manufactured and installed is \$30,000.00. Funding will be provided by Neighbourhood Improvement Unit in Transportation Services as a component of a comprehensive capital project for the area, which also includes a storm water garden, raised planters and landscape features at the intersections of Crockford Boulevard and both Lawrence Avenue east and Bertrand Avenue..

By virtue of my submission of this Motion, I advise that I support this request from my constituents and commit to working with them and Transportation Services staff to ensure the design of the sign meets the attached Criteria for the Installation of Neighbourhood and Community Signs within City of Toronto Road Allowances (Appendix A). This Motion would amend the current requirements for neighbourhood and community signage policies in advance of complete reporting out by Transportation Services on this and the street naming sign policies.

Thank you, in advance, for your consideration of this request.

Yours truly,

Michael Thompson
Chair, Economic Development and Culture Committee
Councillor, Scarborough Centre
Ward 37

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APPENDIX "A"

Urban Design Criteria for the Installation of Neighbourhood and Community Signs within City of Toronto Road Allowances

The following urban design criteria have been developed to provide guidance in the review of locations for the installation of Neighbourhood and Community Signs within the City's road allowances. Neighbourhood and Community Signs includes message area, all supporting infrastructure and landscaping.

Applications for Neighbourhood and Community Sign locations through the Municipal Consent process must indicate sufficient detail to evaluate compliance with the applicable criteria. Adjacent property owners must be notified prior to the issuance of the permit.

Signage structures to be approved by City of Toronto.

It is noted that the sign might have to be relocated or removed in the future, should the specific location be required for City facilities such as sidewalks, transit shelters, etc.

Location Criteria:

- (1) Be located a minimum of 0.46 m. from the edge of the sidewalk.
- (2) Be located a minimum of 0.46 m. from the back of the curb or the edge of pavement.
- (3) Provide additional sidewalk clearance as necessary, where high pedestrian volumes are anticipated.
- (4) Be placed a minimum distance of 15.0 m. from unsignalized intersections or 30.0 m. from signalized intersections.
- (5) Ensure that the sign and/or its supporting structure do not create visual barriers for pedestrians or drivers.
- (6) Be located a minimum distance of 3.0 m. from a driveway.
- (7) Be located a minimum distance of 3.0 m. from street furniture or utilities such as a fire hydrant, a newspaper vending location, a transit/shelter/stop, a tree, a bench, a bicycle ring, a bollard, a drinking fountain, a mailbox, a parking meter, a recycling/garbage bin, a regulatory traffic sign, a standpipe, a utility pole/pedestal, etc.

Signage Structure Criteria:

- (1) Maximum sign message area to be 2.35 sq. m.
- (2) Minimum height of the bottom of the sign from the ground to be 0.45 m.
- (3) Maximum height of the top of signage structure or message area from the ground to be 2.4 m.
- (4) Ensure that any required area of concrete for the base is minimized.
- (5) Consider the aesthetic impact of the signage on the area.
- (6) Ensure that quality outdoor and vandalism resistant materials are used.
- (7) Ensure that quality visual design, colour and graphics are used.
- (8) Be landscaped with trees, shrubs or perennials if desired.



Option B - Metal Signage Aligned with Concrete Seating or Wall
 Bertrand Avenue & Crockford Boulevard Intersection

Scott Torrance Landscape Architects Inc.