



Councillor
Mary-Margaret McMahon

Ward 32 Beaches / East York

councillormcmahon.com



Date: June 4, 2013
To: Members of the Toronto and East York Community Council
From: Councillor Mary-Margaret McMahon
Subject: Community Sign Installation – Ward 32 – Kingston Road Village

RECOMMENDATIONS

That the General Manager of Transportation Services be authorized to approve the design, the location and permit the installation of a community sign within the public road allowance to identify the Kingston Road Village community.

BACKGROUND

The residents and businesses in the Kingston Road Village community are proud to live and work in this area and have requested that I put forward this Motion seeking permission for appropriate signage to be installed on Kingston Road at Scarborough Road, or within the limits of this community, that will recognize their community and identify it to visitors. This new sign complements other existing signs along Kingston Road which provide gateway signage to the various communities and business areas stretching across the east end of Toronto.

A preliminary estimate for the sign to be designed, manufactured and installed is \$ 8,000.00. Funding has been provided by the Urban Design Section, City Planning Division from the Civic Improvements capital budget, to be included as part of the overall TTC track replacement and road resurfacing project this year.

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 signs meet 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.

Sincerely,

Councillor Mary-Margaret McMahon
Ward 32, City of Toronto



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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.