

PW14.7 - Attachment 1

Attachment 1

City of Toronto Vehicular Destination Sign Policy

June 3, 2016

1. Policy Statement

Vehicular destination signs provide valuable information to allow drivers to navigate across the road network and arrive at their destination safely. The City of Toronto recognizes that the display of designation signs should not compromise safety, contribute to roadside clutter or lead to confusion for drivers.

This Policy establishes the principles, criteria, requirements and application process for requesting a vehicular destination signs on the City of Toronto's roads.

2. Scope

- 2.1. The Policy applies to all vehicular destination signs on City-owned roads.

3. Definitions

- 3.1. **Applicant:** A person or organization applying, on behalf of a destination, for a vehicular destination sign on a City of Toronto owned road.
- 3.2. **Arterial Road:** Any road that is designated as a minor or major arterial road in the City's road classification system.
- 3.3. **Arterial Signage:** Vehicular signage on major and minor arterial roads, and collector roads, for the purpose of directing vehicles to destinations.
- 3.4. **City:** Refers to the City of Toronto.
- 3.5. **Big Box Retail:** Retail outlets that have a gross leasable floor area of at least three or more times larger than other comparable stores.
- 3.6. **City-Owned Destination:** Any destination owned or operated by or for, or under the authority of, the City of Toronto or City Boards as defined in the City of Toronto Act.
- 3.7. **Collector Road:** Any road that is designated as a collector road in the City's road classification system.
- 3.8. **Destination:** A commercial and/or non-commercial venue in Toronto that generates significant vehicular trips from their visitors.

- 3.9. **Expressway:** Any City-owned expressway, including but not limited to the F.G. Gardiner Expressway, the Don Valley Parkway, the W.R. Allen Road, Black Creek Drive, Highway 2A or Highway 27.
- 3.10. **Expressway Signage:** Vehicular signage on City-owned expressways, for the purpose of directing vehicles to destinations.
- 3.11. **Institutional Destination:** Major educational, health, cultural and government destinations, including hospitals with emergency services, post-secondary schools in a campus setting, and public and private schools.
- 3.12. **Museum:** A non-profit permanent establishment for the purpose of collecting and preserving, studying interpreting, assembling and exhibiting to the public objects and specimens of cultural value, including artistic, scientific, historical and technological material.
- 3.13. **National Historic Site of Canada:** Any site designated as such by the National Sites and Monuments Board of Canada.
- 3.14. **Off-Road Parking:** Any off-street public parking, and includes surface or structured parking facilities.
- 3.15. **Places of Worship:** Any building that is used primarily by a religious organization for religious worship such as churches, mosques, synagogues, and temples.
- 3.16. **Power Centres:** A retail centre with 3 or more big-box outlets with ancillary service activities sharing the same parking.
- 3.17. **Power Nodes:** A grouping of power centres, in close proximity to each other, typically located along a major arterial or expressway.
- 3.18. **Road:** Any City-owned expressway, arterial road, collector road or local road.
- 3.19. **Shopping Mall:** A building, or buildings, containing separately occupied units and used for retail purposes- that is not a power centre..
- 3.20. **Sign:** Any device, structure or medium that uses any colour, form, graphic, illumination, symbol or writing to convey information of any kind to the public.
- 3.21. **Sign Copy:** Any colour, graphic, logo, word, numerical, text, image, message, picture, or combination thereof displayed on a sign face.
- 3.22. **Transit Hub:** Any transit station serving multiple transit modes.
- 3.23. **Transportation Services Division:** The City's Transportation Service Division or its successor.
- 3.24. **Vehicular Destination Signage:** A sign or series of signs on City-owned roads and expressways that provide drivers with information and directions to a destination in the City.

4. Criteria for All Vehicular Destination Signs

- 4.1. All vehicular destination signs must:
 - a) be consistent with Appendix B – Sign Design Principles of the Introduction to the Ontario Traffic Manual;
 - b) provide continuous signing for the entire journey from the first sign to the destination;
 - c) provide only information that is necessary for directions to the destination;
 - d) include destination names only, unless a symbol or logo for institutional or city-owned destinations is otherwise approved;
 - e) not adversely impact pedestrian, vehicular, and cyclist safety;
 - f) not create excessive roadside clutter.
- 4.2. Sign quantities and locations shall be determined by the Transportation Services Division, in accordance with this Policy.
- 4.3. All sign copy, including but not limited to destination names, place names, logos, and symbols, shall be determined by the Transportation Services Division.
- 4.4. The clustering of commercial uses under one destination or place name for inclusion on a sign shall be determined by the Transportation Services Division.
- 4.5. Sign fabrication, installation and maintenance shall be sole responsibility of the Transportation Services Division.
- 4.6. The fabrication and installation schedule shall be determined by the Transportation Services Division.
- 4.7. All costs associated with minor maintenance (i.e. replacing damaged hardware), as determined by the Transportation Services Division, are the responsibility of the City. All other sign costs, including costs for the design, fabrication, installation and major maintenance (i.e. replacing damaged signs), or changes to the destination name are the responsibility of the successful sign Applicant.
- 4.8. Where there is limited space in the same location or on a single sign, the Transportation Services Division may elect, at its sole discretion, to group individual destinations under one place name of the City's choosing.
- 4.9. A maximum of three destinations shall be permitted on a single road sign.

5. Expressway Vehicular Destination Signs

- 5.1. Expressway vehicular destination signs will only be considered for destinations that:
 - a) have a minimum of 500,000 annual visitors;
 - b) based on the greater of either peak daily visitors or maximum venue capacity, have a minimum off-road parking capacity equivalent to 1 parking space per every 20 visitors, located within 500 metres of the property boundary of the destination;
 - c) are open for a minimum of 120 days per annum;
 - d) are open for a minimum of 5 days a week;
 - e) are a maximum of 3km from the expressway centreline.
- 5.2. In order to be considered for inclusion on a sign under this policy, transit hubs, institutional destinations or City-owned destinations that do not measure daily or annual attendance are exempt from Section 5.1 (a) but must provide alternative annual visitation criteria appropriate to the function of this destination that may be considered at the discretion of the Transportation Services Division.
- 5.3. Museums are exempted from Section 5.1(a) but must have a minimum of 100,000 square feet of gross floor area or a minimum site size of at least 5 hectares, and must have a minimum of 100,000 annual visitors.
- 5.4. Shopping malls must meet all of the requirements listed in Section 5.1, and must have a minimum of 750,000 square feet of retail space gross floor area.
- 5.5. Big box retail, power centres and power nodes do not qualify for expressway signs.
- 5.6. To create continuous signage for drivers across their entire journey, destinations included on expressway signs will also be required to have signs on arterial roads.
- 5.7. Where there is limited space in the same location or on a single sign, the Transportation Services Division shall use the following criteria to prioritize applications, in descending order of importance:
 - a) annual visitor attendance numbers; and
 - b) proximity to the expressway; and
 - c) destinations that can be clustered with other destinations under one place name;

6. Arterial Road Vehicular Destination Signs

- 6.1. Arterial road vehicular destination signs will only be considered for destinations that:
 - a) based on the greater of either peak daily visitors or maximum venue capacity, have a minimum off-road parking capacity equivalent to 1 parking space per every 20 visitors, located within 500 metres of the property boundary of the destination;
 - b) are open for a minimum of 120 days per annum;
 - c) are open for a minimum of 5 days a week;
 - d) have the following number of annual visitors:
 - i. destinations within Zone 1 must have over 200,000 annual visitors;
 - ii. destinations within Zone 2 must have over 50,000 annual visitors.
- 6.2. In order to be considered for inclusion on a sign under this policy, transit hubs, transit stations, institutional destinations or City-owned destinations that do not measure daily or annual attendance are exempt from Section 6.1 (d) but must provide alternative annual visitation criteria appropriate to the function of this destination that may be considered at the discretion of the Transportation Services Division.
- 6.3. Places of worship are exempt from Section 6.1.
- 6.4. Neighbourhoods, districts, Business Improvement Areas, and commercial streets do not qualify for arterial signage.
- 6.5. Shopping malls must meet all of the requirements listed in Section 6.1, and must have a minimum of 750,000 square feet of retail space gross floor area (GFA).
- 6.6. Big box retail, power centres and power nodes do not qualify for arterial signs.
- 6.7. Fort York and Chinatown National Historic Sites of Canada are exempted from Section 6.1 (d).
- 6.8. Where there is limited space in the same location or on a single sign, the Transportation Services Division shall use the following criteria to prioritize applications, in descending order of importance:
 - a) destinations that have been approved for expressway signs;
 - b) annual attendance numbers;
 - c) proximity from the destination to the sign location; and
 - d) destinations that can be clustered with other destinations under one place name.
- 6.9. Signs for destinations within Zone 2 that have between 50,000 to 100,000 annual visitors shall be located no further than the lesser of the nearest intersection/driver decision point and 250m from the destination entrance.
- 6.10. Signs for places of worship shall be located no further than the lesser of the nearest intersection/driver decision point and 250m from the destination entrance.

7. Vehicular Destination Sign Application and Review Process

- 7.1. All requests for a vehicular destination sign must be made using the prescribed Vehicular Destination Signs Application form through the Transportation Services Division and at minimum is to include:
 - a) applicant information;
 - b) documentation that demonstrates that all applicable criteria in Section 5 and/or Section 6 of this Policy have been met; and
 - c) an application fee.
- 7.2. Once a complete application has been received, it shall be reviewed by the Transportation Services Division for compliance with this Policy.
- 7.3. The Transportation Services Division will notify the Applicant on the results of their application in writing, including rationale for unsuccessful applications.
- 7.4. The Transportation Services Division will advise the successful Applicant of the total costs for the fabrication and installation of the signs.
- 7.5. Once approval has been given and the City receives payment in full, the City and the Applicant will enter into an Agreement for a vehicular destination signs.
- 7.6. Applicants are responsible for all costs related to the fabrication, installation and maintenance of the sign.
- 7.7. The Transportation Services Division shall secure all required permissions, at the Applicant's expense, to place arterial signage on streetlighting poles owned and operated by Toronto Hydro Electric Systems (THES).
- 7.8. The Transportation Services Division shall review all signage under this Policy every three years on a fixed date that corresponds with the expiration of all sign agreements under this Policy. The term of all sign agreements under this Policy shall only run until the end of the fixed three-year term during which an application has been made. At the end of each fixed three-year term, each sign Applicant shall re-apply for the next fixed three-year term.
- 7.9. Should an applicant apply for a sign under this Policy at any point during a three-year term where the appropriate locations for the Applicant's sign as determined by the Transportation Services Division are already full, that Applicant will not be entitled to a sign during that three-year term, but may apply again at the end of the term for the next three-year term and be subject to the criteria under this policy with regard to signs where there is limited space.
- 7.10. Where the Applicant disagrees with the decision of the Transportation Services Division, the Applicant may appeal the decision within 15 business days to the General Manager of the Transportation Services Division.
 - a) the General Manager will review the application in accordance with this Policy and notify the Applicant of the final decision.

8. Reporting

- 8.1. Every three years, the General Manager of Transportation Services shall report to the Public Works and Infrastructure Committee, or its successor, on the results of decisions made by the General Manager on vehicular designation sign applications.

9. Related City of Toronto By-laws and Policies

City of Toronto Road Classification System

https://www1.toronto.ca/City%20Of%20Toronto/Transportation%20Services/Road%20Classification%20System/Files/pdf/2012/rc_document.pdf

Introduction to the Ontario Traffic Manual, Appendix B – Sign Design Principles (2001)

www.directtraffic.ca/wp-content/uploads/2014/02/Book-1.pdf

Ontario Traffic Manual Book 8 – Guide and Information Signs – Volume 1

<http://www.directtraffic.ca/wp-content/uploads/2014/02/Book-81.pdf>

Province of Ontario's Tourism-Oriented Directional Signing (TODS) System

<http://www.canada.interstatelogos.com/state/home.aspx>

Street Name Signage Program (2007)

<http://www.toronto.ca/legdocs/mmis/2007/pw/bgrd/backgroundfile-1466.pdf>

City of Toronto Municipal Code Chapter 694 (Signs).

http://www.toronto.ca/legdocs/municode/1184_694.pdf

Appendix 1 – Vehicular Destination Signage (Arterial Signage Zones)

