

# PW14.7 - Attachment 2

Attachment 2

## City of Toronto Neighbourhood and Business Area Identification Sign Policy

June 03, 2016

### 1. Policy Statement

The City of Toronto recognizes that neighbourhood and business area identification signs ("signs") provide resident and business associations an opportunity to distinguish their neighborhood or business area.

This Policy establishes the principles, criteria and application process for neighbourhood and business area identification signs.

### 2. Scope

This policy applies to all neighbourhood and business area identification signs located on City-owned roads.

### 3. Definitions

**Arterial Road:** Any roadway that is designated as a minor or major arterial road in the *City's Road Classification System*.

**Boulevard:** That part of a public street that is not used, or intended to be used, for vehicle travel by the general public, and is situated between the travelled portion of the road and the adjoining property line.

**Business Improvement Area (BIA):** A Board of Management for a Business Improvement Area established according to Chapter 19, Business Improvement Areas, and may also mean any Business Improvement Area boundary approved by City Council.

**Business Association:** An association of commercial property owners and tenants that is registered or incorporated having at least 10 property or tenant members, an annual general meeting, and an annual election of officers.

**Business Area Identification Sign:** A sign that helps people to identify and locate a unique commercial area.

**City:** Means the City of Toronto.

**Collector Road:** Any road that is designated as a collector road in the City's *Road Classification System*.

**Driveway:** That portion of the boulevard improved for the purpose of providing vehicle access to and from an adjacent property.

**Local Road:** Any roadway that is designated as a local road in the City's *Road Classification System*.

**Neighbourhood Association:** A resident or ratepayers association that is registered or incorporated, having at least 25 paid up households, an annual general meeting, and an annual election of officers.

**Neighbourhood Identification Sign:** A sign that helps people identify and locate a community or neighbourhood.

**Pedestrian Clearway:** The zone or area of sidewalk that accommodates pedestrian movement that is a straight, unobstructed and continuous path of sufficient width to provide universally accessible, safe and comfortable passage for pedestrians.

**Pedestrian Crossing:** The identified path of travel across a vehicular roadway, generally from one sidewalk to another sidewalk.

**Road:** Includes an arterial road, collector road and a local road.

**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.

**Sign Copy:** Any colour, graphic, logo, symbol, word, numerical, text, image, message, picture, or combination thereof displayed on a sign face.

## 4. Sign Criteria

4.1. All signs must:

- a) meet all applicable requirements of the Ontario Building Code and Accessibility for Ontarians with Disabilities Act;
- b) be located in the road right-of-way where sufficient space is available;
- c) not create excessive roadside clutter;
- d) not advertise or promote a business, product or service;
- e) only display static copy;
- f) be of a scale appropriate to the neighbourhood or street;

- g) be consistent with Appendix B – Sign Design Principles of the Introduction to the Ontario Traffic Manual;
- h) not appear to be similar to traffic control signs or devices;
- i) if illuminated, not project onto any adjacent residential premises, not increase the light levels within 10.0 metres of all points of the sign face by more than 3.0 lux above the ambient lighting level, and be controlled by a photo cell;
- j) provide a minimum clearance of 0.6m from the edge of the pedestrian clearway;
- k) provide a minimum clearance of 0.5m from the curb face;
- l) not be placed in a manner that interferes with access to, or use of, or causes damage to any utility access point, vault, pole or other equipment or permitted encroachment;
- m) provide clearances from utility infrastructure, traffic control devices and other street elements as required by the City or utility provider;
- n) not interfere with signed transit, accessible parking, vehicular drop-off and vehicular loading areas;
- o) not interfere with pedestrian movement;
- p) not be placed in a manner that obstructs driver, cyclist or pedestrian sight lines, or otherwise compromises public safety;
- q) not interfere with the City's ability to maintain the road and boulevard in a state of good repair or to keep it free of litter, snow and ice;
- r) be placed in a manner that provides a clear, straight pedestrian clearway is that is a minimum width of 2.1m for arterial and collector roads and 1.7m for local roads, unless a greater width is required by the General Manager of Transportation Services;
- s) be constructed of durable, vandal-resistant materials;
- t) be placed in a manner where the protrusion of sign footings above grade in hard landscape areas is minimized;
- u) be placed in a manner where footings protrude between 0.1 and 0.2m above grade in soft landscape areas.

4.2. Applicants are responsible for all costs related to the fabrication, installation and maintenance of the sign and associated landscaping, including any permits that may be required.

4.3. Applicants must demonstrate that all funding required to design, manufacture and install the sign is secured at the time the application is submitted.

## **5. Sign Application and Review Process**

- 5.1. Business Improvement Areas, business associations and neighbourhood associations are eligible to apply for signs.
- 5.2. All signage applications must be made through the Transportation Services Division and at minimum must include:
  - a) a site and context plan, in metric scale, showing the proposed sign location;
  - b) sections, elevations and details of the sign in metric scale;
  - c) site photos from each end of the proposed location and from across the street, and photos showing nearby street elements and visible utilities;
  - d) confirmation, in a form acceptable to the City, that funding has been secured to design, manufacture and install the sign;
  - e) a description of the materials from which the sign will be constructed, dimensions, and proposed sign copy;
  - f) any other requirements as may be determined by the Transportation Services Division.
- 5.3. The application must illustrate that all criteria have been met to the satisfaction of the Transportation Services Division.
- 5.4. Once a complete application has been received, it shall be reviewed by the Transportation Services Division, and other divisions and utility providers as may be necessary, for compliance with this Policy.
- 5.5. The Applicant shall revise and resubmit all or portions of the application requested by the Transportation Services Division.
- 5.6. The Transportation Services Division will notify the Applicant in writing of the results of the review of their application, including the rationale for unsuccessful applications.
- 5.7. The Transportation Services Division, at their sole discretion, may refer any application to Community Council for consideration and a final decision on questions of sign copy.
- 5.8. The Transportation Services Division will, upon approval of the application, notify residential property owners immediately adjacent to the sign, neighbourhood associations and Business Improvement Areas, as required, of the installation of the sign.

- 5.9. If the application is accepted, the City and the Applicant will enter into an agreement.
- 5.10. Where the Applicant disagrees with the decision of the Transportation Services Division, the Applicant may appeal the decision within 15 business days of the date of notification to the General Manager of the Transportation Services Division.
- 5.11. The General Manager will review the application in accordance with this Policy and notify the Applicant of the final decision.

## **6. Reporting**

- 6.1. 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.

## **7. Related City of Toronto By-laws and Policies**

Accessibility for Ontarians with Disabilities Act

[www.ontario.ca/laws/statute/05a11](http://www.ontario.ca/laws/statute/05a11)

Building Code Act, 2014

<https://www.ontario.ca/laws/statute/92b23>

City of Toronto Accessibility Design Guidelines, 2003

[www1.toronto.ca/static\\_files/equity\\_diversity\\_and\\_human\\_rights\\_office/pdf/accessibility\\_design\\_guidelines.pdf](http://www1.toronto.ca/static_files/equity_diversity_and_human_rights_office/pdf/accessibility_design_guidelines.pdf)

City of Toronto Municipal Code Chapter 694 (Signs).

[www.toronto.ca/legdocs/municode/1184\\_694.pdf](http://www.toronto.ca/legdocs/municode/1184_694.pdf)

City of Toronto Road Classification System

[www1.toronto.ca/City%20Of%20Toronto/Transportation%20Services/Road%20Classification%20System/Files/pdf/2012/rc\\_document.pdf](http://www1.toronto.ca/City%20Of%20Toronto/Transportation%20Services/Road%20Classification%20System/Files/pdf/2012/rc_document.pdf)

City of Toronto Vehicular Destination Sign Policy

[www.toronto.ca/wayfinding](http://www.toronto.ca/wayfinding)

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

[www.directtraffic.ca/wp-content/uploads/2014/02/Book-1.pdf](http://www.directtraffic.ca/wp-content/uploads/2014/02/Book-1.pdf)