

PW14.7 - Attachment 4

Attachment 4

Comparison of Policy Provisions

June 3, 2016

Table 1. Expressway Signage Comparison

Type	Topic	2003 Identification and Directional Road Signage Policy	2015 Toronto Vehicular Destination Signage Policy
Stage I Criteria	Eligibility	Destination must be government owned or sponsored	Destinations can be commercial, institutional or City-owned
Stage I Criteria	Annual Attendance	A minimum of 40,000 annual visitors	A minimum of 500,000 annual visitors
Stage I Criteria	Off-Road Parking	n/a	Minimum off-road parking capacity of 1 space per 20 visitors within 500m of the property boundary of venue
Stage I Criteria	Opening Days	n/a	Minimum of 120 days per annum and 5 days a week
Stage I Criteria	Distance	n/a	A maximum distance of 3km from the expressway centreline
Stage I Criteria	Specialist Offer	Destination must be unique to the City of Toronto	n/a
Stage II Criteria	Annual Attendance	n/a	Higher priority given to destinations with a larger annual attendance
Stage II Criteria	Proximity	n/a	Higher priority given to destinations in proximity to the expressway
Stage II Criteria	Consolidated Venues	n/a	A destination cluster name will be prioritized over individual venue names
Other Criteria	Continuity	n/a	Destinations are required to install signs on arterial roads
Process	Evaluated By	Transportation Services in consultation with City Planning and EDC	Transportation Services in consultation with inter-divisional staff panel
Process	Final Approval	Public Works and Infrastructure Committee	General Manager, Transportation Services

Table 2. Arterial Signage Comparison

Type	Topic	2003 Identification and Directional Road Signage Policy	2015 Toronto Vehicular Destination Signage Policy
Stage I Criteria	Eligibility	Destination must be government owned or sponsored	Destinations can be commercial, institutional or City-owned
Stage I Criteria	Annual Attendance	A minimum of 40,000 annual visitors	A minimum of 200,000 annual visitors in Zone 1 A minimum of 50,000 annual visitors in Zone 2
Stage I Criteria	Off-Road Parking	n/a	Minimum off-road parking capacity of 1 space per 20 visitors within 500m of property boundary
Stage I Criteria	Opening Days	n/a	Minimum of 120 days per annum and 5 days a week
Stage II Criteria	Continuity	n/a	Highest priority given to destinations that have been approved for expressway signs
Stage II Criteria	Annual Attendance	n/a	Highest priority given to destinations with a larger annual attendance
Stage II Criteria	Proximity	n/a	Highest priority given to destinations that are closer in proximity to the sign location
Stage II Criteria	Consolidated Venues	n/a	A destination cluster name will be prioritized over individual venue names
Process	Evaluated By	Transportation Services in consultation with CP and EDC	Transportation Services in consultation with an inter-divisional staff panel
Process	Final Approval	Public Works and Infrastructure Committee	General Manager, Transportation Services

Table 3. Neighbourhood & Business Area Identification Signage Comparison

Type	Topic	2003 Identification and Directional Road Signage Policy	2015 Toronto Vehicular Destination Signage Policy
Criteria	Eligibility	BIA's, resident associations, business associations	BIA's, resident associations, business associations
Criteria	Site Design	Complies with criteria embedded within Policy	Complies with criteria embedded within Policy
Process	Signage Design	Responsibility of the applicant	Responsibility of the applicant in partnership with the City
Process	Evaluated By	Transportation Services in consultation with City Planning and EDC	ROW Management, in consultation with City Planning, Public Realm Section and EDC
Costs	Maintenance & Replacement	Regular maintenance by City, replacement by applicant	Applicant responsible for maintenance and replacement
Process	Final Approval	Community Council	General Manager, Transportation Services