TORONTO

REPORT FOR ACTION

Addition of Former Municipalities Logos on Street Name Signs

Date: September 5, 2017
To: Public Works and Infrastructure Committee
From: General Manager, Transportation Services
Wards: All

SUMMARY

This report responds to a request from City Council to assess the feasibility of adding the former municipality of East York logo and former municipality of Scarborough logo and/or flag to new or replacement street name signs within the boundaries of the former municipalities of East York and Scarborough.

The City of Toronto has an existing standard for the design of street name signage, creating a single sign that can be used throughout the City as a modern and contemporary identifying feature of public space that reflects the amalgamated City of Toronto. This standard includes opportunities for BIA's, community, or neighbourhood branding on the 'upper blade' of the sign.

Adding the logos for former municipalities to new signs (and those needing replacement) is feasible. However, the Corporate Identity Program's Policy directs City staff to maintain a unified corporate identity that enables the public to clearly recognize City of Toronto facilities. Accordingly, since amalgamation, there has been an effort to clarify and simplify street name signs. Adding the logos for former municipalities would, be in conflict with the Corporate Identity Program Policy.

It is anticipated that City Councillors representing wards of other former municipalities (Etobicoke, North York, Toronto and York) may also wish to have logos applied to street name signs. Therefore, this report considers the feasibility and impacts of placing logos on all new and replacement street name signs across the entire city.

RECOMMENDATIONS

The General Manager, Transportation Services recommends that:

1. The Public Works and Infrastructure Committee receive this report for information.

FINANCIAL IMPACT

There are no financial impacts as a result of adopting the recommendation in this report.

However, should City Council decide to approve that logos of the former municipalities of East York and Scarborough be applied to new or replacement street name signs the cost would be between $3,000 and $4,000 per year (600-800 signs) and if Council further decides that logos from all the former municipalities be applied to new or replacement street names signs then the estimated cost would be between $10,000 and $12,500 per year (2000-2500 signs).

Funding is currently not available in the Operating Budget for Transportation Services.

The Deputy City Manager & Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

At its meeting on July 4, 5 and 6, 2000, City Council Adopted the report titled "Corporate Identity Program Principles for the Use of the City of Toronto Corporate Logo, Coat of Arms and Official Flag". The report discussed the steps of creating a corporate identity, including that importance of the adoption of a logo.

http://www.toronto.ca/legdocs/2000/agendas/council/cc/cc000704/adm14rpt/cl005.pdf

At its meeting of March 5, 6, 7, and 8, 2007 City Council adopted PW3.4 - Street Name Signage Program, which provided a new standard for the appearance and design of street name signage in the City of Toronto.

http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2007.PW3.4

At its meeting of July 4, 5, 6 and 7, 2017 City Council adopted Members Motions MM31.33 and MM31.632 requesting the General Manager of Transportation Services to report to the Public Work and Infrastructure Committee on the feasibility of including the former municipality of East York logo and former municipality of Scarborough logo and/or flag on new and replacement street name signs.

http://www.toronto.ca/legdocs/mmis/2017/mm/bgrd/backgroundfile-105536.pdf and
http://www.toronto.ca/legdocs/mmis/2017/mm/bgrd/backgroundfile-105611.pdf

COMMENTS

Background on Corporate Identify Program and Street Name Sign Design

The City of Toronto's corporate image is one of its most valuable assets. It shapes the way the City is perceived by the public - by constituencies, locally and worldwide, including residents, employees, partners, suppliers other governments and the media.

One of the key steps in building this image is the creation of a corporate identity that reflects the City's vibrancy and diversity. The use of a Logo, Flag and Coat of Arms are keys components in creating and reinforcing that image.

Following amalgamation, the division known at the time as Corporate Communication Division collaborated with all divisions and the Toronto Protocol Office to develop a Corporate Identify Program that organized and unified our portfolio of services to the public. Similar to international corporations and other levels of governments, the City of Toronto adopted a Corporate Identity Program to ensure that our image and brand represents our values, policies and philosophies. Taking this into consideration, the program, in addition to including a Flag and Coat of Arms, includes a City of Toronto Corporate Logo.

In 2007, City Council adopted a staff report entitled 'Street Name Signage Report'. The report proposed a program for the replacement of existing street name signage with signs that raise the current standard to a distinctive level, introduced commonality of colour and shape with the use of high quality of materials for the signs and their associated mounting hardware, included high level of reflectivity for improved legibility at all times of the day, and finally, proposed consistency and distinctiveness for those City neighbourhoods and BIA's that request specific identification and branding.

In the report staff noted that following amalgamation of the former municipalities, Transportation Services received numerous complaints and comments from a broad range of citizens regarding the large variety of legacy street name signs. The majority of those complaints were similar in nature to the ones received by the corresponding departments of the former municipalities and addressed (specifically): the size of the signs, the difficult legibility due to the use of capital letters in the sign text and their lack of reflectivity both in day and night conditions. Complaints received from citizens, seniors, tourists as well as emergency service staff also mentioned the poor condition of the signs and their inconsistent placement at intersections, which made it difficult to see them in time to make timely and safe turns or lane changes.

To address these concerns, a consultant was retained to assist with the graphic and technical design of new street name signs for the City of Toronto. In addition to Transportation Services working with the consultant, Urban Design was also consulted on the project.

In designing the new street name sign, the project team considered a number of important factors, among them was to create a single sign that could be used throughout the City as a modern and contemporary identifying feature of public space that reflected the new amalgamated City of Toronto.

The new street name sign is made up of three sections. The upper section of the sign is used to display the City of Toronto logo or can also be used by BIA's, community or neighbourhood branding. The middle section is used for displaying the street name sign and the lower section displaying the municipal address for the property nearest to the sign.

There are a small number of street name signs that (in addition to displaying the municipal address) also display a poppy on the lower section of the sign. The poppy logo has been used for new streets that have been named to memorialize veterans of the Canadian Armed Forces. The addition of the poppy was an initiative of former Mayor David Miller's office and commenced in 2008.

Since the new street name sign design was approved by City Council in 2007, Transportation Services has installed between 2000 and 2500 new street name signs annually. Consequently, there are approximately 25,000 new style street name signs installed at various intersections throughout the City of Toronto.

Feasibility of Including Former Municipal Logos

As proposed by the Motions-in-Council, Transportation Services has determined that it is feasible to include the logo of the former municipalities of East York and Scarborough as well as all other former municipalities Samples of street name signs are attached that demonstrate two possible configurations for the resulting sign:

- When there is no BIA branding present: The City of Toronto logo is placed at the upper section of the sign, and the former municipal logo (and poppy as applicable) would be placed on the right side of the lower section of the sign; and
- When BIA branding is present, the City of Toronto logo on the upper section of the sign is replaced with the BIA logo, and it is instead placed beside the other logos on the right side of the lower section of the sign.

It should be noted that the vast majority of street names have the City of Toronto logo on the sign. Therefore, if the former East York or Scarborough or other former municipality logos are to be included on the street sign, there would be two municipal logos displayed on the street name sign. As stated above, although feasible this direction would be in conflict with the City's Corporate Identity Program Policy.

Adding the former municipal logo to new signs, and to signs that require replacement, would require the manufacture and purchase of related decals. The cost to apply the logo of a former municipality to the street name sign is approximately $5.00 per logo, and the marginal labour cost would be negligible. If we begin applying a logo for one of the six former municipalities to all new street signs (including those being replaced), the additional cost is estimated to be between $10,000.00 and $12,500.00 annually.

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ATTACHMENTS

Attachment 1: Sample Street Name Signs with Logo