



# Toronto Street Sign System

## Street Sign Objectives

- Establish a clearly legible message hierarchy for St. Names, St. Numbers, Districts & BIA's.
- Coordinate design with overall streetscape improvements.
- Raise the quality standards of street sign design, construction method and modes of attachment.
- Provide groundwork for future system expansion.



# Toronto Street Sign System

## Street Sign Challenges

- Accommodate wide range of message lengths.
- Integrate District and BIA branding.
- Fasten securely to a myriad of lamp pole and post conditions.
- Coordinate with streetscape programs throughout Toronto.
- Provide for efficient replacements of parts due to standard yearly churn.
- Eliminate parts that are prone to rust, discolouration and fading.



# Toronto Street Sign System

## Street Sign Challenges



Toronto



Etobicoke



Toronto



Scarborough



Toronto



North York



Toronto



Etobicoke



# Toronto Street Sign System

## Leading International Examples



Houston, TX



Chicago, IL

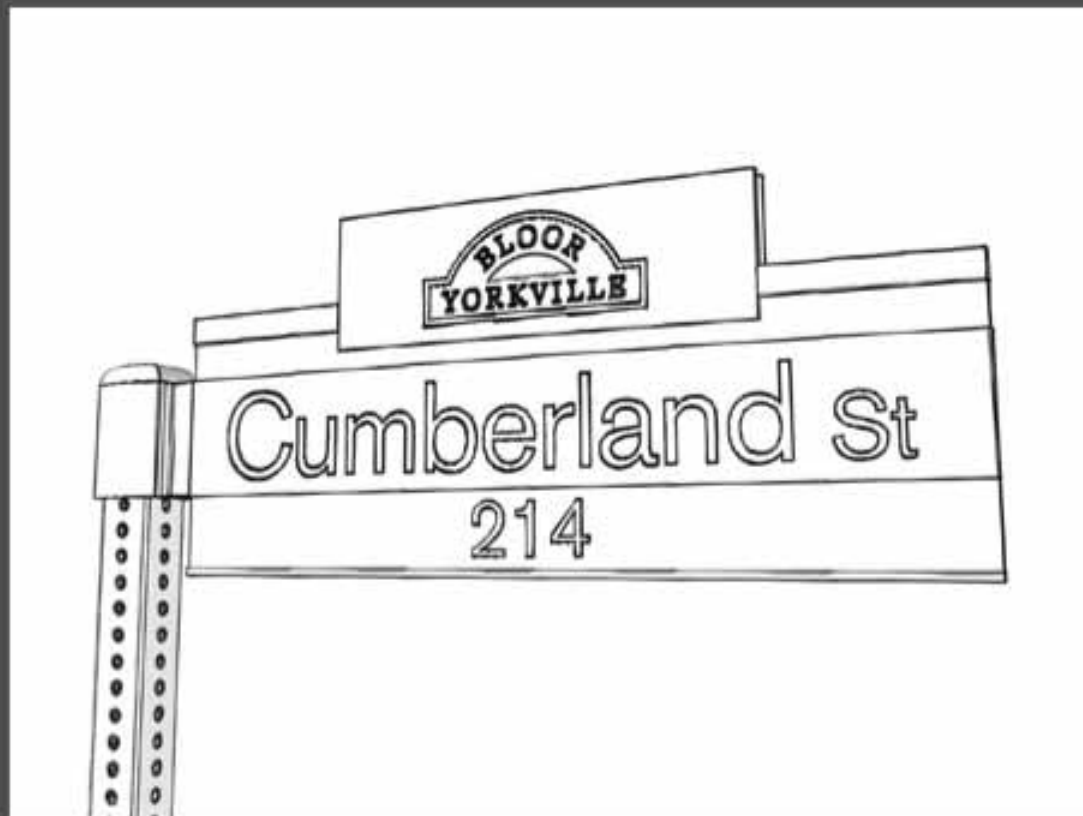


Santa Monica, CA



# Toronto Street Sign System

## Conceptual Evolution





# Toronto Street Sign System

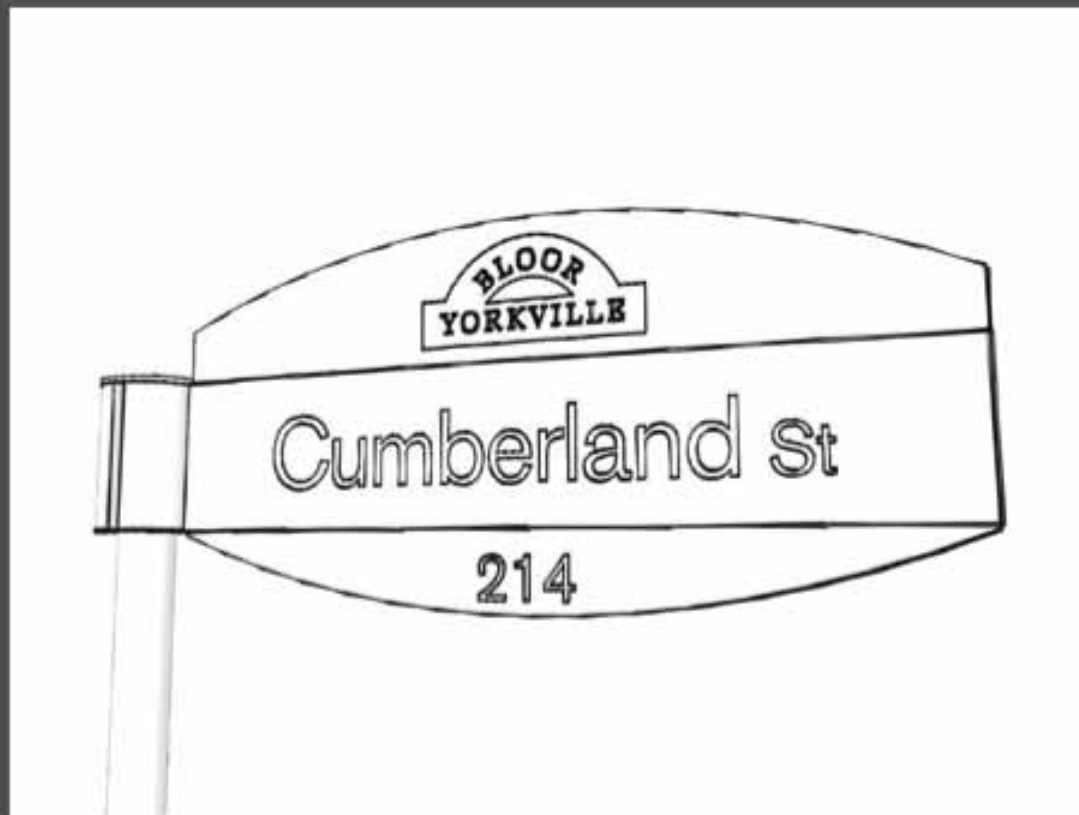
## Conceptual Evolution





# Toronto Street Sign System

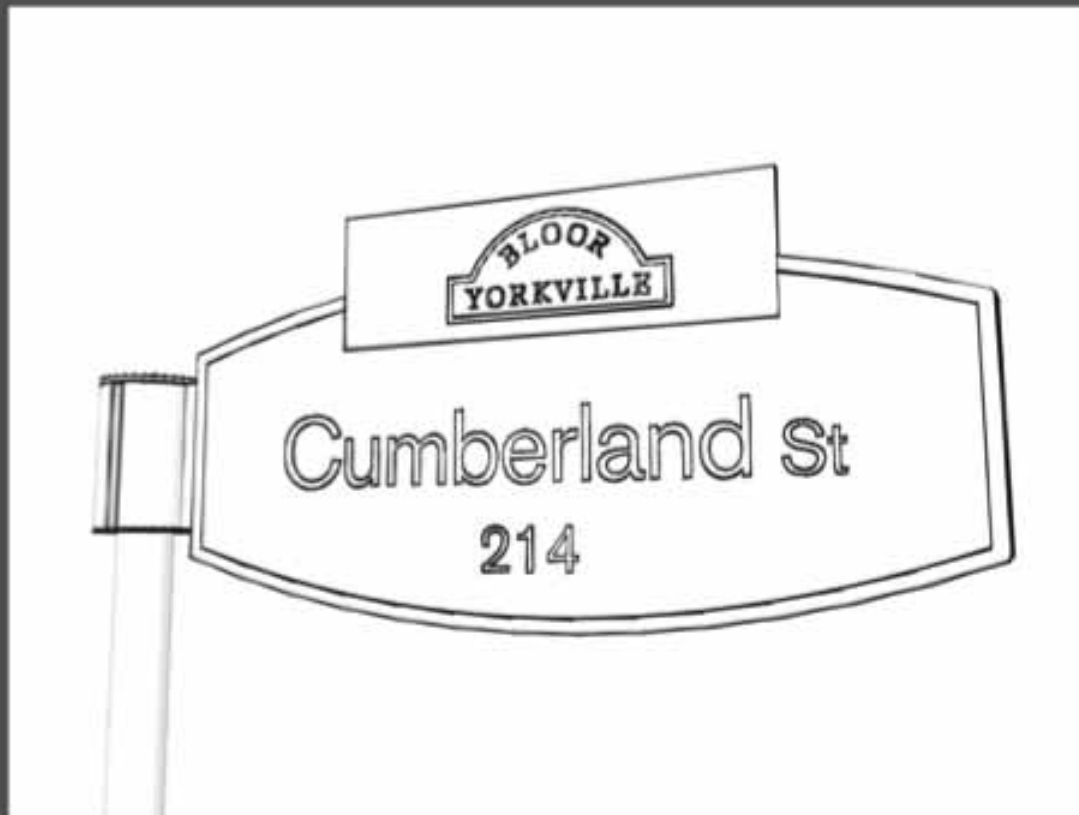
## Conceptual Evolution





# Toronto Street Sign System

## Conceptual Evolution

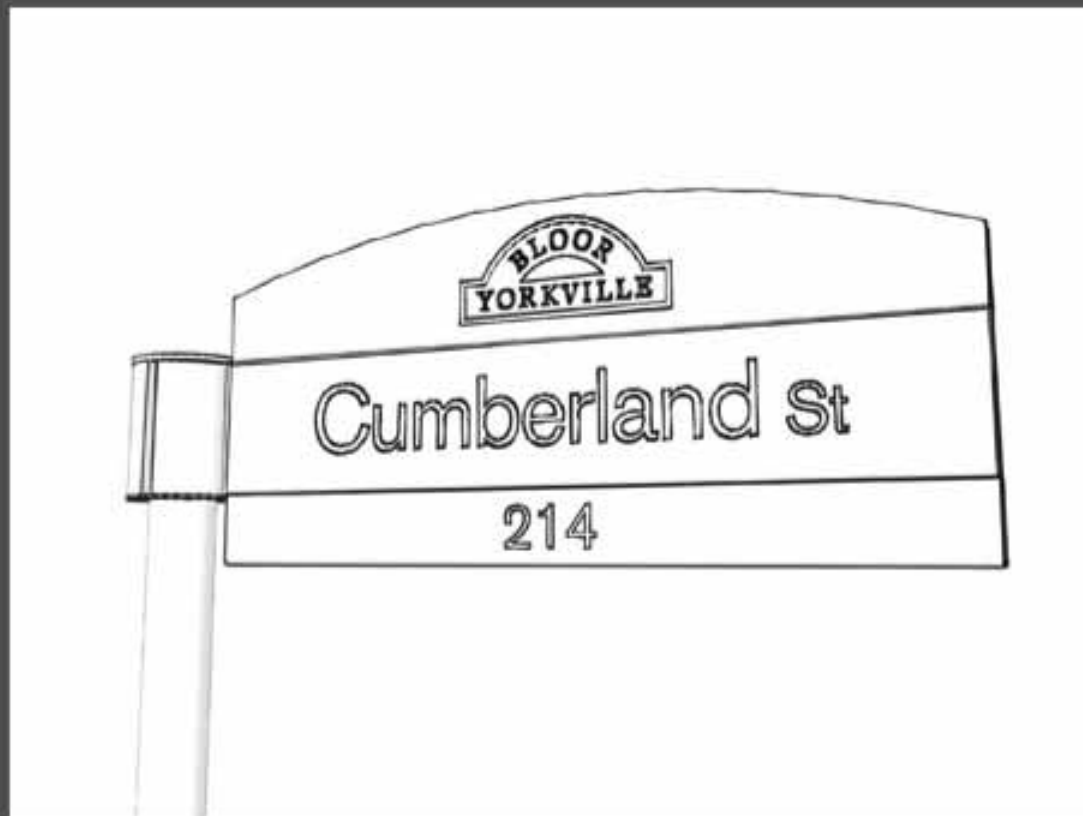






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## Conceptual Evolution





# Toronto Street Sign System

**Before & After**



DUPONT ST



96



Dupont St

96

DUPONT ST.  
79

BEDFORD RD.  
253

CRESTVIEW PARK  
**SOLD**  
8925-9191



THE ANNEX<sup>SM</sup>  
Bedford Rd  
241

THE ANNEX<sup>SM</sup>  
Dupont St  
88

CRESTNUT PARK  
**SOLD**  
8925-9191



Bedford Rd  
241

Dupont St  
88

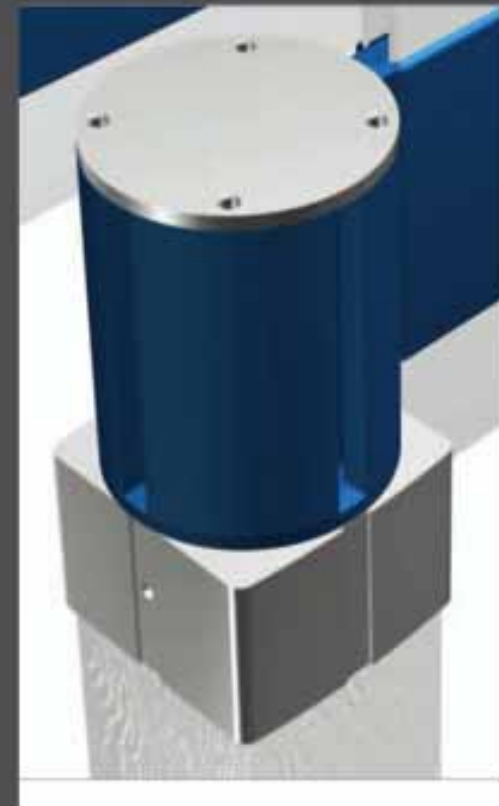
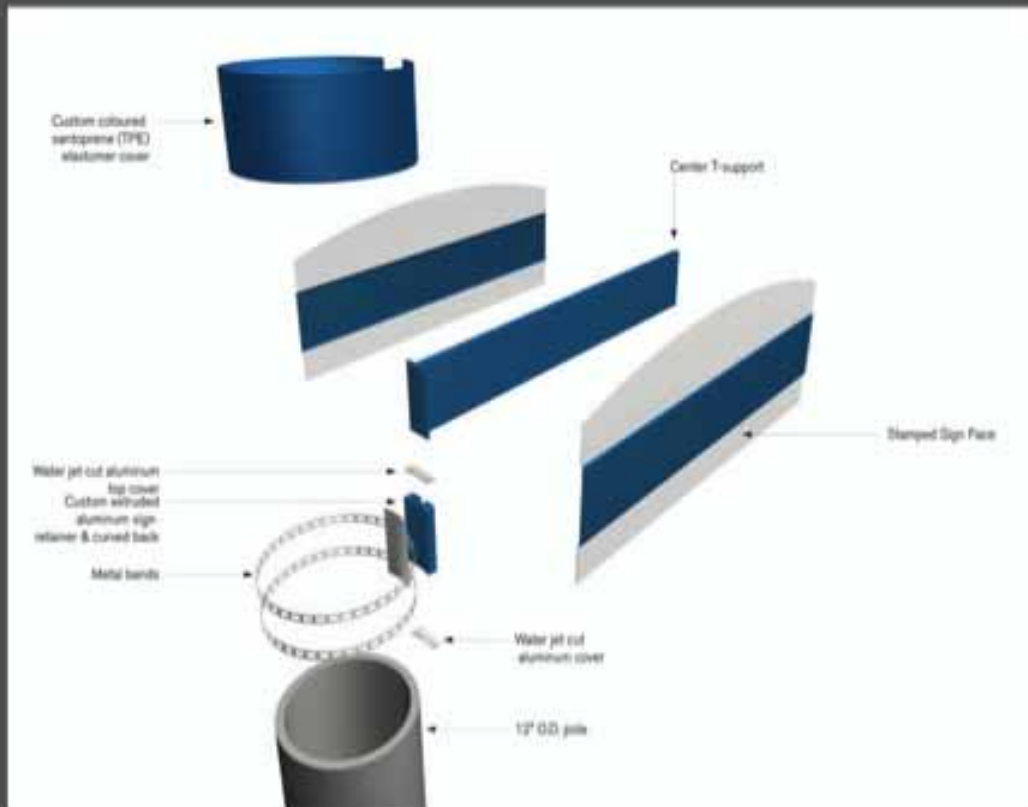
CRESTVIEW  
PARK  
**SOLD**  
8925-9191





# Toronto Street Sign System

## Hardware System







# Toronto Street Sign System

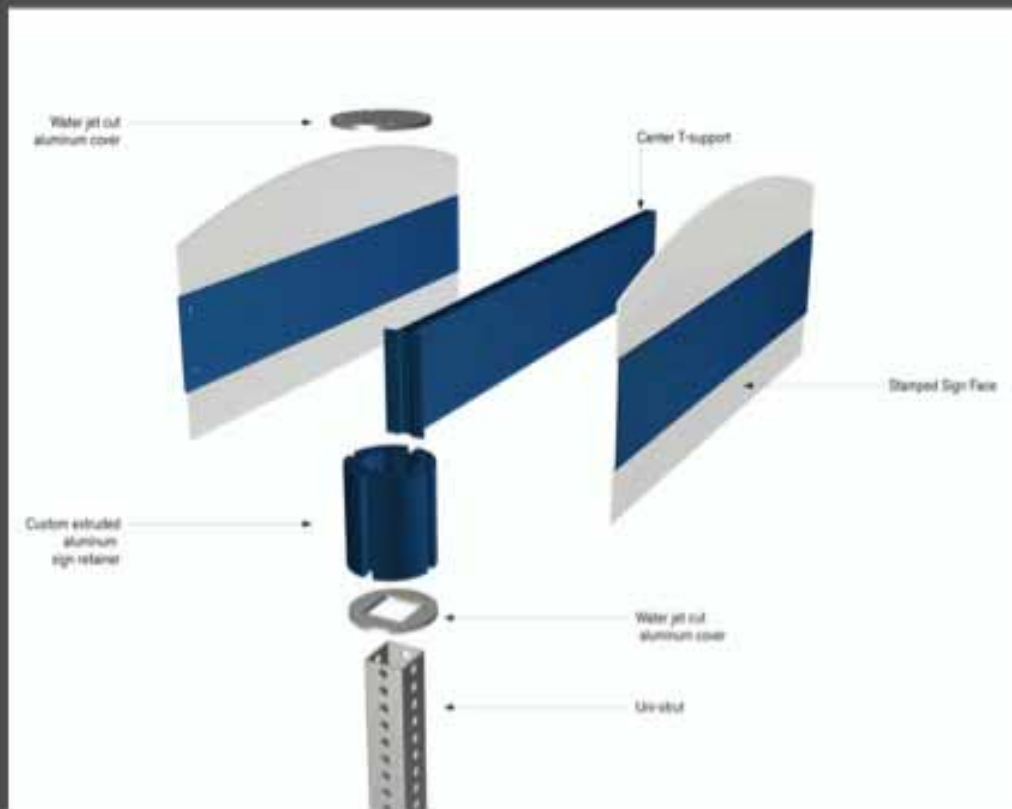
## Hardware System





# Toronto Street Sign System

## Hardware System





# Toronto Street Sign System

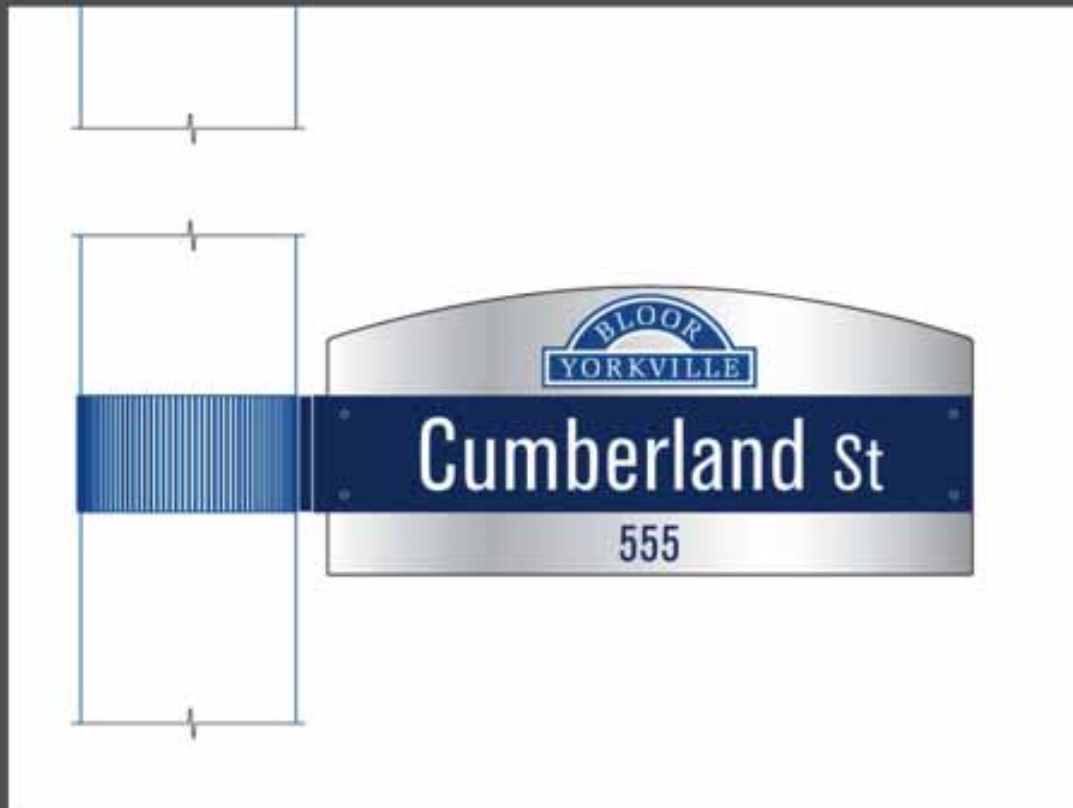
## Hardware System





# Toronto Street Sign System

## BIA Personalization





# Toronto Street Sign System

## Street Sign Recommendations

- Proceed with a consistent sign form that is appropriate throughout Toronto.
- Create a clear message hierarchy that emphasizes St. Name legibility.
- Consistently present street names in reflective white lettering on blue backgrounds for maximum legibility.
- Utilize modular components enabling the addition or replacement of District/BIA branding.



# Toronto Street Sign System

## Street Sign Recommendations con't

- Integrate coordinated hardware for mounting street signs that upgrades the overall image of Toronto St. Signs.
- Develop extruded components to reduce both production costs and installation costs through modes of mass production.