

Commercial Destination Signs on City Roads

(City Council on December 14, 15 and 16, 1999, adopted this Clause, without amendment.)

The Works Committee recommends the adoption of the following report (November 17, 1999) from the Commissioner of Works and Emergency Services, subject to the stipulation that the proposed policy be brought forward to the Committee in three months' time:

Purpose:

To report on a process for considering commercial destination signs on City roads.

Financial Implications and Impact Statement:

There are no financial impacts on Capital or Operating Budgets.

Recommendation:

It is recommended that all requests for commercial destination signing on City roads be deferred until a City-wide policy is developed and adopted by City Council.

Background:

Prior to amalgamation, there were a number of protocols for allowing attraction signing on municipal roadways. In most cases, the protocols were based on restricting attraction signing to government owned or sponsored attractions which had wide regional significance, such as the Ontario Science Centre, Fort York, and the Toronto Convention Centre.

Comments:

The municipality has over the years received many requests from communities, business improvement associations, interest groups and commercial attractions for the installation of "Special Attraction" signs to direct tourists to their attraction. As many of the preferred sign locations requested were on the expressways and major arterial roads, it was deemed necessary to develop a policy in order to prevent the proliferation of signs as well as to retain locations for future regulatory traffic signs on the road network. Clearly it would not be possible to place signage for every special area or commercial attraction that may wish to be represented. Also for these reasons, all municipalities had a by-law prohibiting advertising on road rights-of-way which remain in effect.

City Council, at its meeting on November 23, 24 and 25, 1999, approved an item in Clause No. 15 of Report No. 5 of The Economic Development and Parks Committee entitled "Tourist Destination Signage" which referred the matter of road destination signage to the Commissioner of Economic Development, Culture and Tourism with a request that he report back to the Committee, in consultation with Transportation staff and TEDCO, on signage throughout the

City of Toronto, the said report to include signage on Highway 401/Don Valley Parkway indicating direction to the Portlands and various attractions at that location.

As a result of Council approval of this item, it would be prudent that any requests for commercial attraction signage on roads be deferred until the City-wide policy is developed by the process outlined in the Economic Development and Parks Committee report.

Conclusion:

All requests for commercial attraction destination signs on City roads be held in abeyance until a City-wide policy is developed and adopted by Council.

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