

October 12, 2006

To: Licensing and Standards Committee

From: North York Community Council

Subject: Interpretation of the Sign By-law with respect to Video Equipped Signs within drive-through location

**Recommendations:**

**The North York Community Council referred the issue of the interpretation of the Sign By-law with respect to video equipped signs within drive-through locations to the Licensing and Standards Committee, or the appropriate successor Committee dealing with these matters, for its consideration.**

**Background:**

The North York Community Council on September 13, 2006 considered the following Resolution submitted by Councillor Moscoe,

“WHEREAS video signage is generally prohibited in Toronto, and

WHEREAS the reason for this prohibition is because these signs distract drivers and pose a significant hazard for motorists; and

WHEREAS this prohibition also applies to signs at drive-through locations which cannot be viewed from the street and could not possibly distract drivers; and

WHEREAS video signs at drive-through locations are designed to provide information to standing vehicles, not moving vehicles, and

WHEREAS similar signs, even LCD signs at drive-throughs are not considered ‘signs’; and

WHEREAS only video equipped signs are considered ‘signs’;

THEREFORE BE IT RESOLVED that the interpretation of the Sign By-law with respect to video equipped signs within drive-through locations be referred to the Licensing and Standards Committee, or the appropriate successor Committee dealing with these matters, for its consideration.”

City Clerk

Francine Adamo  
2006ny7-90(j).let(Agenda Item 96)