

October 2, 2007

PLANNING AND GROWTH MANAGEMENT COMMITTEE:

City Council on September 26 and 27, 2007, referred the following Motion to the Planning and Growth Management Committee:

M124 Chinatown Destination Signs

Moved by Councillor Vaughan, seconded by Councillor Fletcher

SUMMARY:

The Chinatown Business Improvement Area has requested that directional signs be placed on the F.G. Gardiner Expressway at Spadina Avenue.

These signs will give a much needed boost to tourism in this area and are a top priority for the newly formed BIA. The Chinatown BIA has voted to pay for all costs associated with sign fabrication, installation and maintenance. Toronto's Chinatown is one of the largest Chinatowns in all of North America. Based on the area's unique size, history and appeal to tourists, it should be clearly identified with the City's other attractions, such as the Royal Ontario Museum and the Ontario Science Centre.

Councillor Adam Vaughan is requesting that Council direct Transportation Services to install the signs as requested.

RECOMMENDATIONS:

It is recommended that:

1. The Chief Planner and Executive Director, City Planning, in consultation with the General Manager, Transportation Services, report on amendments to the Zoning By-law to allow the installation of directional signs identifying Chinatown on the F.G. Gardiner Expressway at Spadina Avenue for consideration at a Public Meeting under the Planning Act to be held by the Planning and Growth Management Committee.

2. The City Clerk to give notice for this public meeting under the Planning Act in accordance with the regulations under the Planning Act.

for City Clerk

M. Toft/cd