

## City Council

### Motion without Notice

MM31.63	ACTION			Ward:35, 36, 37, 38, 39, 40, 41, 42, 43, 44
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**Street Signs in Scarborough - by Councillor Mary Fragedakis,  
seconded by Councillor Glenn De Baeremaeker**

*\* This Motion has been deemed urgent by the Chair.*

*\* This Motion is not subject to a vote to waive referral. This Motion has been added to the agenda and is before Council for debate.*

### Recommendations

Councillor Mary Fragedakis, seconded by Councillor Glenn De Baeremaeker, recommends that:

1. City Council request the General Manager, Transportation Services, to report to the September meeting of the Public Works and Infrastructure Committee on the feasibility of adding the Scarborough logo and/or flag to new and replacement street signs within the boundaries of the former City of Scarborough.

### Summary

It has been 20 years since amalgamation, but residents and organizations in Scarborough continue to promote and use the Scarborough logo and flag in many ways, for many purposes. The logo is still displayed at the Scarborough Civic Centre. It is included in organizational logos, communications materials, murals, flags, clothing, and local high schools. Our residents, and youth in particular, continue to have a strong sense of identity and local pride in Scarborough.

In March 2007, City Council directed that the General Manager, Transportation Services, be requested to report to the Public Works and Infrastructure Committee on the establishment of a protocol and program that would allow communities "to retain existing signs in heritage conservation districts or older neighbourhoods and historic communities in the City, and further, that areas with multilingual signs also be permitted to continue." No report came forward as a result of this request.

Many Scarborough residents have raised this issue again, and have requested that the City add the Scarborough logo to new and replacement street signs. Business Improvement Areas and other districts have had specific designs and features added to the standard street sign, such as poppies and logos. Transportation Services has provided examples of existing sign designs and, in preliminary discussion, have identified that the cost would be minimal.

## **Background Information (City Council)**

Member Motion MM31.63

Sample Sign

(<http://www.toronto.ca/legdocs/mmis/2017/mm/bgrd/backgroundfile-105615.pdf>)