



## STAFF REPORT ACTION REQUIRED

### Request for the Installation of Guide and Directional Signage on the F.G. Gardiner Expressway at Spadina Avenue

<b>Date:</b>	November 26, 2007
<b>To:</b>	Public Works and Infrastructure Committee
<b>From:</b>	General Manager, Transportation Services
<b>Wards:</b>	Ward 20, Trinity-Spadina
<b>Reference Number:</b>	PW07002.TMC

#### **SUMMARY**

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To report in response to a request from the Chinatown Business Improvement Area (BIA) to install guide and directional signage on the F.G. Gardiner Expressway at Spadina Avenue.

#### **RECOMMENDATIONS**

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The General Manager of Transportation Services recommends that guide and directional signs not be installed on the F.G. Gardiner Expressway at the Spadina Avenue exit ramps.

#### **FINANCIAL IMPACT**

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There are no financial impacts from the adoption of the recommendation in this report.

## **DECISION HISTORY**

Councillor Adam Vaughan received a request from representatives of the Chinatown Business Improvement Area (BIA) to provide additional guidance to potential visitors driving into the area. The Chinatown BIA requested that additional guide and directional signs be installed on the F.G. Gardiner Expressway, east and west of the exit ramps at Spadina Avenue, advising motorists destined for the Chinatown BIA to exit at Spadina Avenue.

## **ISSUE BACKGROUND**

The Chinatown BIA made a previous request to the City to install guide and directional signs on the F.G. Gardiner Expressway. As a result of that request, consideration was given to provide northbound motorists on Spadina Avenue direction to both Chinatown and Kensington Market. Signs were installed on northbound Spadina Avenue north of Front Street in the early 2000's.

The Identification and Directional Road Signage Policy was adopted by City Council in 2003 to address the ever increasing number of requests from a variety of groups to install guide and directional signs on the City's road rights-of-way. This policy provides direction for consideration of neighbourhood or community identification, service organization information, and commercial directional signing on City roads.

The policy was developed in response to the grave concern for the potential proliferation of signs in the roads rights-of-way, which would conflict with available locations for regulatory and obligatory road signage.

Due to the large number of BIA's, private venues and commercial establishments, it is not feasible to provide equal opportunities for directional signage related to them.

Therefore, allowing one BIA to place directional signage on a public road, is contrary to the principle of fairness and consistency necessary to maintain such a program without creating a cluttered environment for pedestrians and a confusing one for motorists which would, ultimately, have a negative impact on overall road safety.

The difficulties and concerns which resulted in the establishment of the Identification and Directional Road Signage Policy have not changed in the intervening years and therefore, the policy should continue to be applied.

## COMMENTS

The request from the Chinatown BIA does not meet the criteria for the installation of guide and directional signs on the City's roads rights-of-way and as such, installation of guide and directional signs on the F.G. Gardiner Expressway, at the Spadina Avenue ramps, cannot be considered.

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## SIGNATURE

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