



February 24, 2010

Dear Chair and Members of the Etobicoke York Community Council:

Re: Approval of Temporary Signage Permit for Village of Islington Paint the Street Community Event

The Village of Islington BIA has held its annual **"Paint the Street!"** festival in Ward 5 for the past three years. This event raises funds for the Islington Mosaic Heritage Murals project; a partnership of Islington BIA and the Heritage Etobicoke Foundation. The Village of Islington BIA **"Paint the Street!"** festival is scheduled to be held on Saturday, June 5, 2010.

This event has proven to be a success and each year generates no complaints to the offices of the Councillors of Etobicoke –Lakeshore.

The Municipal Code Chapter 693, Section 693-25, which outlines the requirements for signs being used to advertise charitable, non profit and community events, does not permit any variance or appeal to the criteria which regulate temporary signage.

I would like to recommend that:

That City Council approve a special permit to the Village of Islington BIA for their 2010 Paint the Street event, and allow the placement of temporary promotional signage, providing that they remove all signage within 12 hours of the event's closure; and that the Village of Islington BIA submit a list of specific signage locations and details of sign size/type to Municipal Licensing and Standards, Licensing Services, at 850 Coxwell Avenue, 3rd floor., and it be reviewed in advance with Staff, to ensure that any sightline issues and concerns of Staff are resolved.

Yours truly,



Getting things done for Etobicoke-Lakeshore

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