Tuesday, May 14th

To: The Chair and Members
   Etobicoke York Community Council

Re: Approval of Temporary Signage Permit for Annual Celebrate the Queensway Community Event

BACKGROUND:

Celebrate The Queensway’s second annual festival, hosted by shopthequeensway.com BIA, is being held on Saturday June 8th, 2013. It is the first and only event of this kind that engages thousands of Ward 5 residents and the business community along The Queensway.

This year, the BIA is increasing the Ward wide promotion of this Festival, and specifically to invite all residents who reside within the Queensway community. The BIA seeks a special sign permit to allow the placement of temporary promotional signage (24x19 bag signs) at various locations near the intersections of Kipling, Islington, Royal York Road and the Queensway.

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.

RECOMMENDATIONS:

1. That Etobicoke York Community Council approve a special sign permit to the shopthequeensway.com BIA for their 2013 Celebrate The Queensway Festival, which permits the placement of signage, within the road allowance at the intersections above, 24 hours in advance of the Event; and

2. The approval of the temporary signage is on the condition that shopthequeensway.com BIA agrees to remove all signage within 12 hours of the event’s closure; and that the BIA submit a list of signage locations in advance for Staff to review, and to ensure that any sightline issues are resolved prior to the event.

I respectfully submit this request and ask for your support.

Sincerely,

Peter Milczyn

Councillor Peter Milczyn
Ward 5, Etobicoke - Lakeshore