

COMMITTEE OF THE WHOLE JUNE 18TH,2001

SIGN LICENSE AGREEMENT – MARKET LANE HOLDINGS LIMITED

Recommendation

The Director of Legal Services recommends that subject to the consent of the TRCA, if required, a By-law be enacted authorizing the City to enter into a License Agreement with Market Lane Holdings Limited setting forth the terms and conditions pursuant to which Market Lane Holdings Limited may provide for the replacement of existing advertising signs on TRCA lands which are managed under separate agreement by the City situated at 3 locations along Islington Avenue between Highway No. 7 and immediately north of Rutherford Road.

Purpose

The purpose of this report is to seek authorization to execute a License Agreement for 3 signs on TRCA Lands which the City manages.

Background - Analysis and Options

Market Lane Holdings currently has situated along Islington Avenue 3 existing advertising signs with respect to its existing shopping facilities within downtown Woodbridge. The existing arrangements have expired and Market Lane Holdings Limited now desires to renew the license agreement and replace the current signage. (shown on the attachments).

The new License Agreement would provide for a term of 3 years with an annual rent of Six Hundred Dollars (\$600.00) per annum per sign. The term would be subject to automatic renewal for further 3 year periods provided however that the license fee shall be revised to reflect then current fair market values and provided that the City has not elected to discontinue the license arrangement. The consent of the TRCA will be obtained where required.

In addition, the City may at any time elect to terminate the license in the event that the lands are required for City purposes.

Conclusion

The License Agreement will formalize the terms and conditions pursuant to which Market Lane Holdings Limited shall be entitled to replace existing signage along Islington Avenue.

Attachments

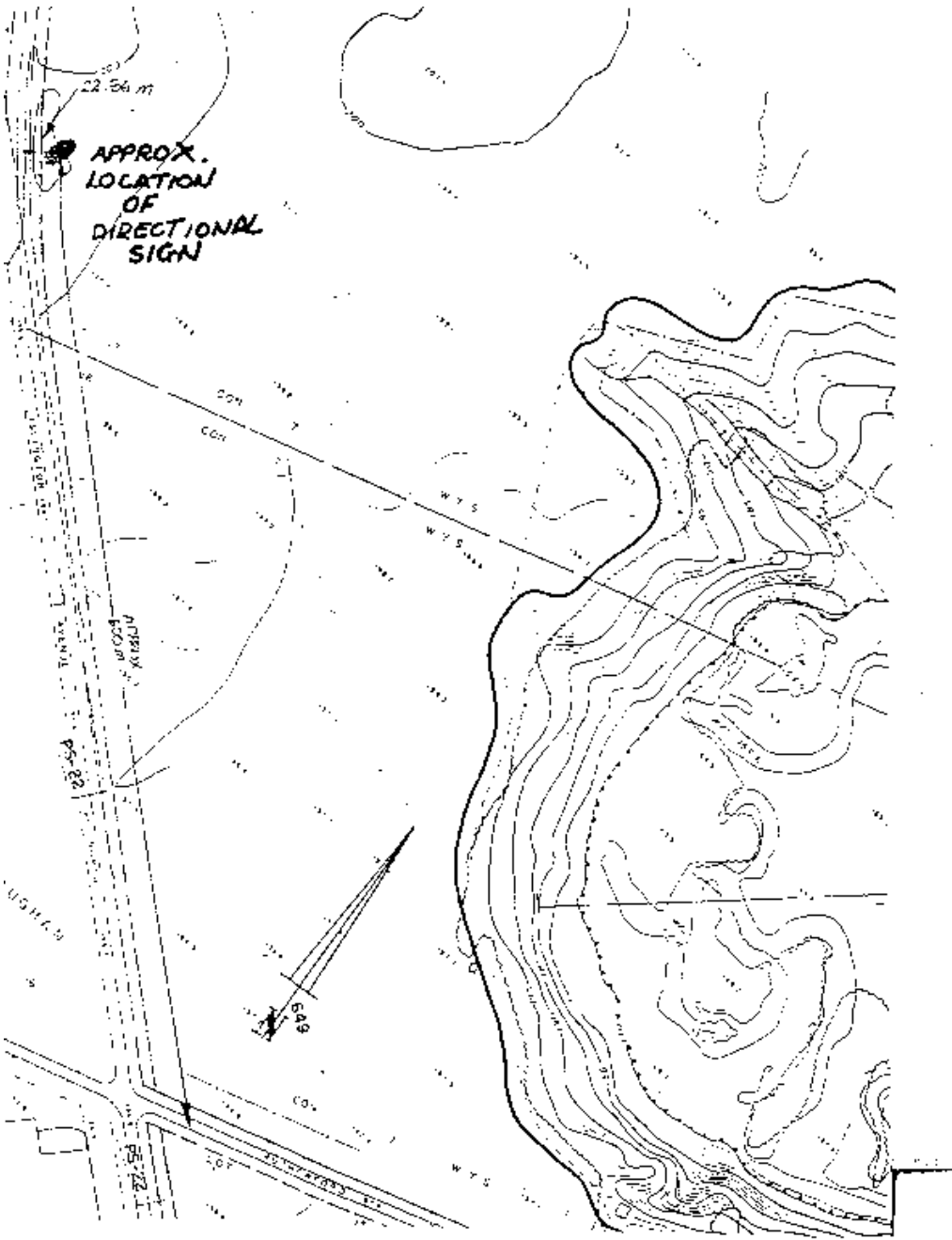
Location of Signs


Report prepared by:

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Respectfully submitted,

Heather A. Wilson
Director of Legal Services



MARKET LAUNE
 A unique country shopping experience

 Keep going - turn south on Islington
 1km to village of Woodbridge.



*Historic Village Centre
 1km to village of Woodbridge*

1km to village of Woodbridge

