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DATE: July 31, 2013

REPORT TITLE: **PROPOSED LICENSE AGREEMENT  
REGIONAL ROAD 107 (QUEEN STREET EAST)  
TENANT: CLAIREVILLE HEIGHTS LIMITED  
- CITY OF BRAMPTON, WARD 10**

FROM: R. Kent Gillespie, Commissioner of Employee and Business Services  
Dan Labrecque, Commissioner of Public Works

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### RECOMMENDATION

That the existing sign on Regional Road 107 (Queen Street East), located at the northeast corner of Queen Street East and Humberwest Parkway/Goreway Drive, Brampton, owned by Claireville Heights Limited, be permitted in accordance with the terms and conditions in the License Agreement dated June 1, 2013, between the Regional Municipality of Peel and Claireville Heights Limited;

And further, that the Director, Real Property Asset Management, be authorized to exercise the option to extend the License Agreement for one (1) year, subject to review by the Regional Solicitor;

And further, that the License Agreement and any further documents relating thereto be executed by the Region's duly authorized signing officers.

### REPORT HIGHLIGHTS

- Regional Council approval is required to enter into a License Agreement (Signage) with Claireville Heights Limited to permit an existing sign to remain on Regional Road 107 (Queen Street East) at the northeast corner of Queen Street East and Humberwest Parkway/Goreway Drive, Brampton to promote a nearby residential development.

### DISCUSSION

#### Background

Historical information revealed a pre-existing sign located at the northeast corner of Queen Street East and Humberwest Parkway/Goreway Drive, Brampton as shown on the attached Appendix I which was within the public right-of-way.

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In June 2012, the subject sign was refaced and updated on the existing structure and it was brought to the attention of Regional staff that no prior authorization was obtained to allow the sign in the Regional allowance. The developer, Claireville Heights Limited, was notified by the Region to remove the sign. The developer requested the sign to remain to advertise Phase 3 of their development, which is under construction.

The billboard sign is approximately eighteen (18) feet wide by sixteen (16) feet high wood construction. Regional staff consented to allow the sign to remain in place for a temporary period of no more than two (2) years (one year term plus a one year option to extend).

The Region is in receipt of a signed License Agreement dated the 1<sup>st</sup> day of June, 2013 from Claireville Heights Limited. The details of the agreement are as follows:

<b>LICENSOR:</b>	The Regional Municipality of Peel
<b>LICENSEE:</b>	Claireville Heights Limited
<b>LOCATION:</b>	Northeast corner Regional Road 107 (Queen Street East) and Humberwest Parkway/Goreway Drive, Brampton
<b>COMMENCEMENT DATE:</b>	June 1, 2013
<b>LICENSE TERM:</b>	One (1) year
<b>OPTION TO EXTEND:</b>	One (1) one year option
<b>LICENSE FEE:</b>	\$7,200.00 per annum plus HST, payable upon execution of the License Agreement (received July 10, 2013)
<b>SECURITY DEPOSIT:</b>	Certified cheque for \$2,000.00 for removal and disposal of the signage (received July 10, 2013)
<b>TAXES &amp; UTILITIES:</b>	Licensee to pay any taxes which may be charged as a direct result of the Licensee's use
	As the sign is not illuminated and does not require electrical power, no utilities will be paid

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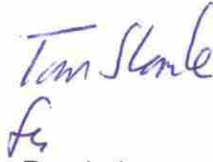
**FINANCIAL IMPLICATIONS**

The License Agreement fee is in line with annual market rates for billboard signage.

The proceeds associated with the License Agreement will be deposited to Cost Centre WC00000.



R. Kent Gillespie  
Commissioner of Employee  
and Business Services



Dan Labrecque  
Commissioner of Public Works

**Approved for Submission:**


  
for \_\_\_\_\_  
D. Szwarc, Chief Administrative Officer


For further information regarding this report, please contact Gayle Gorman at extension 7624 or via email at [gayle.gorman@peelregion.ca](mailto:gayle.gorman@peelregion.ca)

Authored By: Catherine Smith

c. Legislative Services

 P. O'Connor, Regional Solicitor

 Manager, Financial Support Unit (FSU)

 Damiano Albanese, Director, Transportation Division

 Steve Hall, Director, Real Property Asset Management

 Gayle Gorman, Manager of Real Estate

# APPENDIX I

July 31, 2013

PROPOSED LICENSE AGREEMENT  
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HUMBERWEST PARKWAY

LICENSED LANDS  
18 ft. X 4 ft.

PIN 14210-0023

QUEEN STREET EAST

GOREWAY  
DRIVE