



Exhibition Place

Item No. 19

ACTION REQUIRED

June 18, 2013

To: The Board of Governors of Exhibition Place

From: Dianne Young
Chief Executive Officer

Subject: **2 Strachan Avenue Billboard Sign Agreement with Clarity Outdoor Media Inc. ("Clarity")**

Summary:

This report provides an update to the Board respecting certain matters concerning the agreement between the Board and Clarity in respect of the billboard sign located at 2 Strachan (the "Agreement").

Recommendations:

It is recommended that the Board:

- 1) Receive this report for information; and**
- 2) Direct that the confidential information contained in Attachment 1 to this report remain confidential in its entirety and not be released publicly as it concerns litigation or potential litigation affecting the Board.**

Financial Implications:

See the potential financial implications set out in Confidential Attachment I.

Decision History:

At its meeting of May 29, 2009, the Board approved entering into a 15-year agreement with Clarity for the operation and maintenance of the existing double-sided billboard sign, which agreement was approved by City Council at its meeting of August 5, 2009.

At its meeting of January 26, 2010, Council approved of amendments to the terms of the arrangement with Clarity related to the schedule for payments.

At its meeting of August 25, 2010, Council approved of further amendments to the previously approved terms and conditions of the arrangement with Clarity related to the financial terms.

At its meeting of May 25, 2012, the Board approved of amendments to the Agreement to permit upgrades to the east and west side of the sign subject to City requirements, including in respect of Municipal Code Chapter 694 Signs, General, which contractual amendments were approved by City Council at its meeting of July 11, 2012.

At its meeting of October 2, 2012, City Council adopted PG17.2 to enact a site specific by-law amendment to Chapter 694 to permit the replacement of one of the east facing sign faces from static copy with mechanical sign copy (tri-vision). The City enacted By-law 1640-2012.

At its meeting of May 24, 2013, the Board received the report titled 2 Strachan Avenue Sign - Agreement with Clarity Outdoor Media Inc. ("Clarity") dated May 14, 2013 from the Chief Executive Officer, which report was forwarded by the Board to the City's Planning and Growth Management Committee for the information of the Committee.

At its meeting of June 20, 2013, the City's Planning and Growth Management Committee considered PG25.3 in respect of Clarity's application for a site specific by-law amendment to Chapter 694 to permit a reconfiguration of the west facing side of the sign, from the existing two sign faces, one vinyl and one electronic readograph, to three sign faces, two displaying mechanical copy (tri-vision), and one displaying electronic static copy. This report will be considered by City Council at its meeting of July 16, 2013.

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Submitted by:

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