



Media Advisory
May 15, 2009

First new “Beach” Street Sign to be unveiled - May 21
Result of vote taken THREE years ago!

- What:** Light-hearted ceremony to unveil first of the City of Toronto’s BIA-branded street signs - this one for the Beach BIA. Free “street” cake, generously provided by the Beach IGA
- When:** Thursday, May 21, with festivities starting at 9:30 a.m. and ceremony at 10 a.m.
- Where:** Corner of Queen St. East and Lee Ave, in the heart of the Beach (seven blocks east of Woodbine Ave) *
- Who:** The Beach BIA, assisted by Councillor Sandra Bussin, Beach BIA Chair- Charles Cameron and BIA mascot - Beach Buddy
- Brief historical musings by Beach author, Glenn Cochrane and historian, Gene Domagala
- Early entertainment provided by Kew Beach Public School students in the “Willy Wonka” production
- Jay Franco and his One-Man Band, playing street and Beach-themed music before and after the ceremony. Residents are encouraged to bring their own musical instruments.

Backgrounder- Beach BIA street signs

When the Beach BIA decided to have branded street signs, they let the community decide whether Beach or Beaches would appear on the signs.

Stats on the Beach-Beaches Street Sign Opinion Poll

- 2,288 votes were cast by internet, phone and in-library ballot boxes in March and April 2006
- 2,113 was the final eligible number, after weeding out votes from out of district, missing postal codes or phone numbers, duplicates, lack of selection for either Beach or Beaches
- **The Beach - 1,225 or 58% of eligible votes**
- The Beaches - 888 or 42% of eligible votes
- 75% of those who voted for Beaches said: If my preference is not the majority, I would still support the installation of new street signs.

Street signs:

- Shortly after the vote, the City of Toronto decided to halt production of street signs until a city-wide contract for new street furniture, including street signs, was tendered. The City began producing new Toronto street signs in November 2008.
- The Beach BIA will be the first BIA to have the new branded street signs.
- The Beach BIA's signs were designed by graphic designer, Randal Boutilier, and will be produced in the City's sign production facility at Toryork Drive.
- The branded signs will be along a two km stretch of Queen Street East from Lockwood in the west (three blocks west of Woodbine) to Neville Park Blvd.
- The City has not yet decided the fate of "decommissioned" signs. People can put their name on a waiting list, in case they become available for purchase. They should email: signsandmarkings@toronto.ca and should include contact information and street name of interest.

Facts:

- 98 - number of new signs to be installed between Lockwood Ave and Neville Park Blvd, a stretch of approximately 2 km
- \$17,640- total cost for Beach BIA's new signs along the 2 km stretch of Queen Street East
 - Beach BIA pays half the cost or \$ 8,820; City of Toronto cost-shares the other half. (The City cost-shares capital improvement projects with BIAs.)
 - Cost for short sign - \$180
 - Cost of longer sign (for longer street names) - \$210
- 4 different signs to represent four distinct areas in the Beach
 - Historic Woodbine Beach - from Lockwood Ave to Woodbine Ave
 - Historic Kew Beach - from Woodbine Ave to Hambly Ave.
 - Historic Scarborough' Beach - from Leuty Ave to Maclean Ave
 - Historic Balmy Beach - from Maclean Ave to Neville Park Blvd.
- Possible new life for old signs.
 - Old signs are decommissioned.

- When someone wants an old sign, they should email the City at signsandmarkings@toronto.ca stating their contact information and which sign they wish to purchase.
- No decisions have been made yet as to what will be done with old signs, but the City is taking names on a waiting list, if and when they become available for sale.