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Charitable Organization
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Planning and Growth Management Committee
Toronto City Hall
100 Queen Street West
10th Floor, West Tower
Toronto, ON M5H 2N2

RE: PG8.8 : Area-Specific Amendment Applications Concerning Electronic Signs

The above matter concerns a request by the applicant, Outfront Media Canada, to convert two of its signs to carry electronic static copy. The signs are located at 9 Hanna and 33 Wickman Rd. and the matter will be heard at Planning and Growth on November 16, 2015.

On behalf of my organization, I would like to lend my support to the proposal and ask if you can, as well, consider supporting these amendments.

While I am not familiar with the terms of the Sign By-law, I do note that City Staff has recommended approval of the request.

But from our perspective, the proposal is laudatory for other reasons.

Outfront has only one other sign in Toronto which carries electronic static copy. It is located on Dixon Road, near the airport.

Over the past two years, Outfront has provided Fife House much needed time on that sign to increase awareness for our important work and fundraising functions. Whenever we have asked to post our copy it has been made available to us at no charge, and that includes not simply "time on the sign", but creative assistance as well.

In point of fact, we have recently been able to run copy for our "A Taste For Life" initiative on April 22nd. As well, we are certain that their support of our Spotlight event last November helped us to sell out that event, something unique in its 15 year history.

In addition to the use of the OFM Digital sign at 933 Dixon Rd we have been assured space on the signs on Hanna Avenue and Wickman Rd., should the request be approved by the Planning and Growth Committee.

My experience with this company shows me that when we need digital space on their digital sign(s) they deliver, something for which we are very appreciative. This type of exposure would never be financially possible for us, given our limited resources. Moreover, they approached us with this offer, aware that this would make a significant difference to smaller organizations.

As a business, Outfront needs to make money, but they have found room to display the highest quality of community spirit towards Fife House.

Sincerely,

David Currah
Director of Development and Communications