

Chair and Members
City of Toronto Planning and Growth Committee

Re: 2016 PG13.6
Requests for Area-Specific Amendments to the City's Sign By-law
1073A Millwood Avenue, Leaside Community Memorial Gardens

Dear Chair and Committee Members,

OUTFRONT Media Canada is the applicant in the subject matter, our proposal being to modify the sign we now have on the property to one containing electronic static copy, with one side of that new sign being used for advertising purposes and the other being dedicated to on-site identification for Leaside Community Memorial Gardens and general community messaging. The Leaside Arena Board of Management receives rental now from our sign and would receive significantly more rental from the new sign.

As a component in our discussions with the community, we conducted an on-line consultation where-in we described the project, including details of our current relationship with the Gardens, and the benefits to the Gardens and community should we be able to install the new sign. We invited people to participate in the consultation by direct hand to hand distribution of information cards and by use of our current sign. The consultation was also publicized in the community newspaper.

We received 142 responses:

Almost 80% of the respondents identified the Gardens as their neighborhood arena, and the same percentage stated that they travelled less than 15 minutes to get to the arena, with over 70% stating that they used the facility in excess of 10 times annually.

Only 30% of the respondents were aware that our present sign generated rental income for the Gardens, with 70% acknowledging that they were aware that the proposed new sign would generate a multiple of that income for the Gardens.

In question 8, we asked respondents to rate certain aspects of our proposal in terms of importance to them. A very high percentage of respondents regarded the installation of the sign favourably, with significant import being placed on the financial benefit to the Gardens, and on the use by the Gardens and by the community of the new sign.

The full on-line consultation is attached.

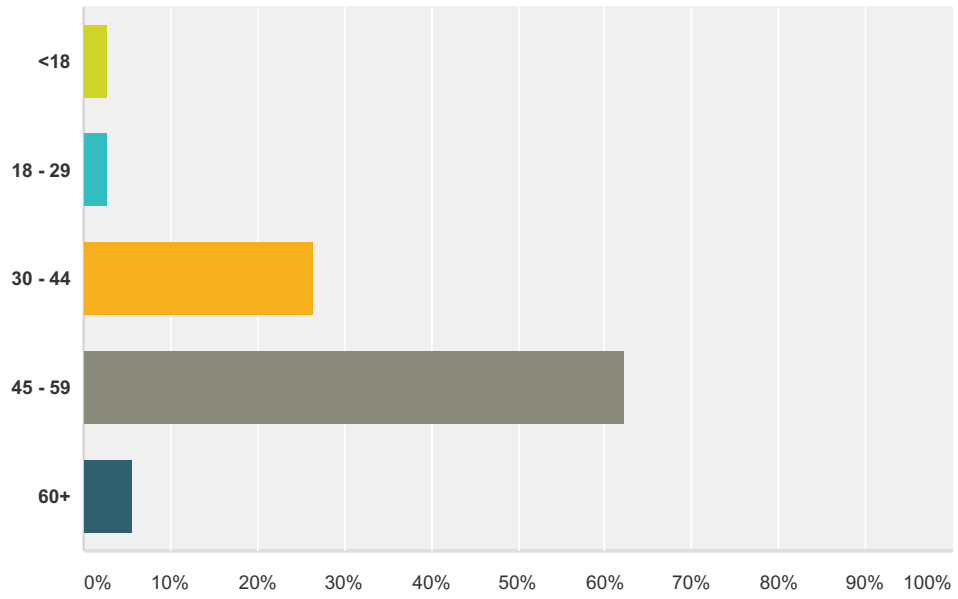
Thank you for your consideration,


Stephen McGregor
Vice President, Real Estate

June 14 2016

Q1 Age

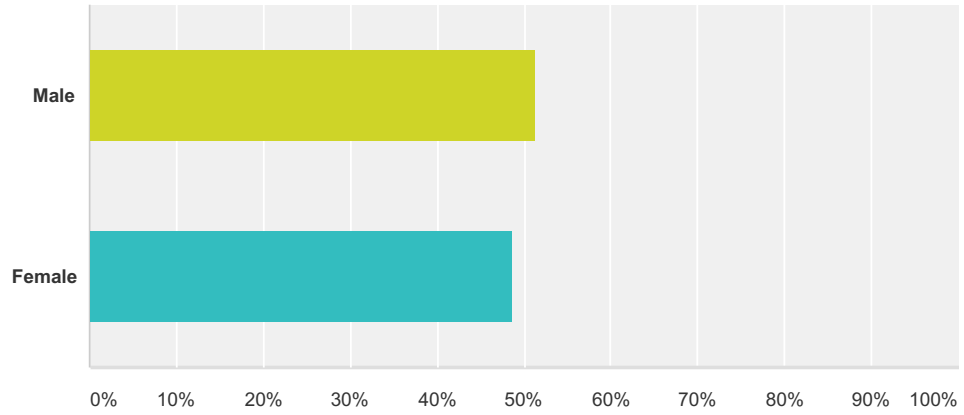
Answered: 143 Skipped: 0



Answer Choices	Responses
<18	2.80% 4
18 - 29	2.80% 4
30 - 44	26.57% 38
45 - 59	62.24% 89
60+	5.59% 8
Total	143

Q2 Are you male or female?

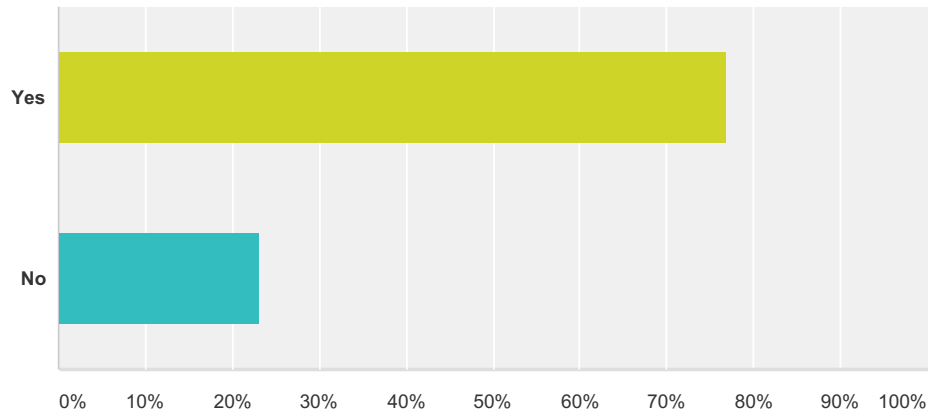
Answered: 142 Skipped: 1



Answer Choices	Responses
Male	51.41% 73
Female	48.59% 69
Total	142

Q3 Do you have any children under 18?

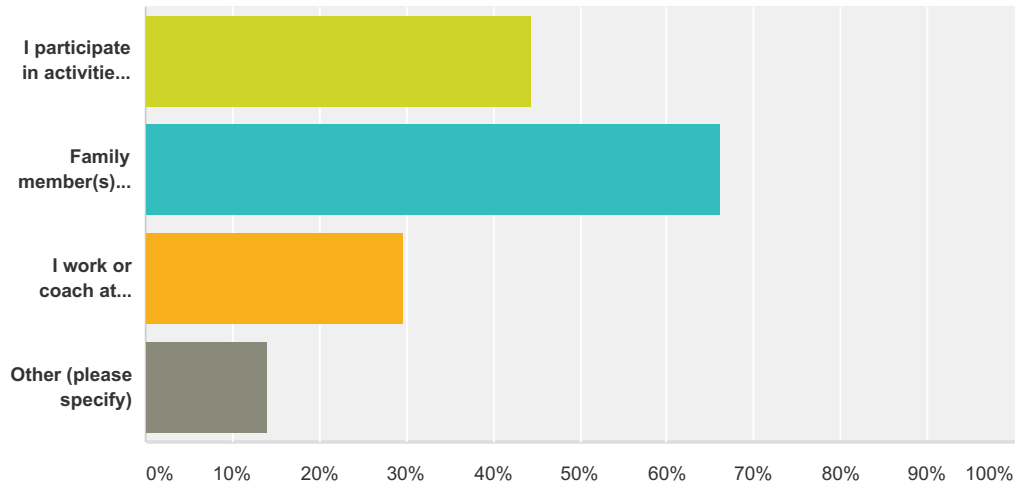
Answered: 143 Skipped: 0



Answer Choices	Responses	
Yes	76.92%	110
No	23.08%	33
Total		143

Q4 What is your relationship with Leaside Memorial Gardens? (Select all that apply)

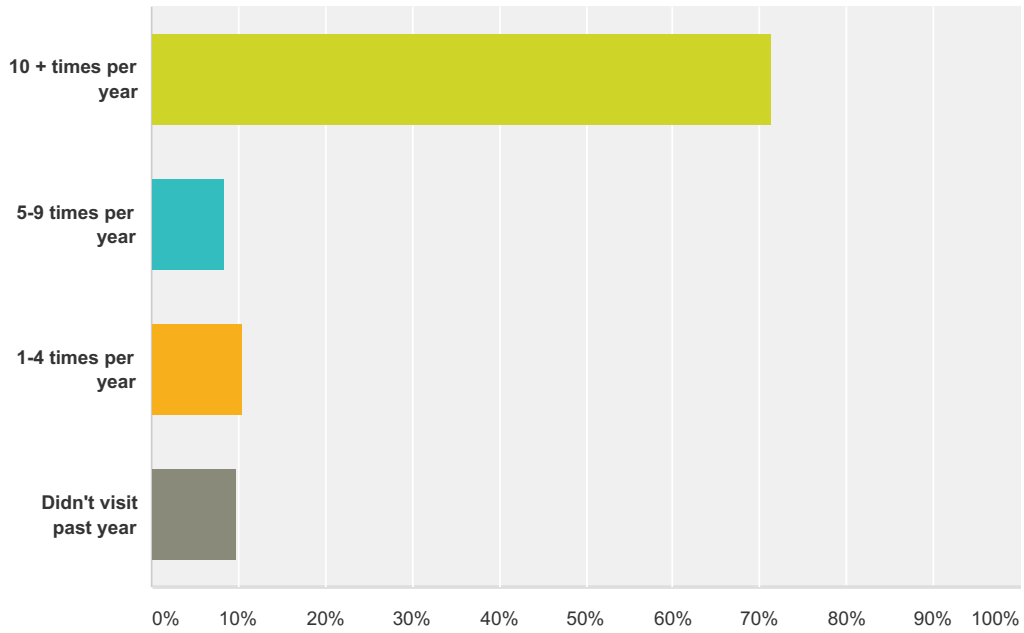
Answered: 142 Skipped: 1



Answer Choices	Responses
I participate in activities at Leaside Memorial Gardens (currently or within past 2 years)	44.37% 63
Family member(s) participate in activities at Leaside Memorial Gardens (currently or within past 2 years)	66.20% 94
I work or coach at Leaside Memorial Gardens (currently or within past 2 years)	29.58% 42
Other (please specify)	14.08% 20
Total Respondents: 142	

Q5 How frequently do you visit Leaside Memorial Gardens? (past year)

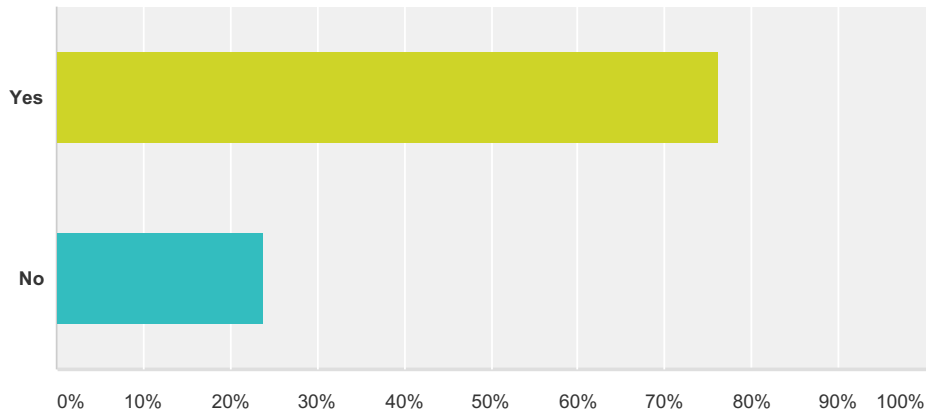
Answered: 143 Skipped: 0



Answer Choices	Responses	
10 + times per year	71.33%	102
5-9 times per year	8.39%	12
1-4 times per year	10.49%	15
Didn't visit past year	9.79%	14
Total		143

Q6 Is Leaside Memorial Community Gardens your neighbourhood arena?

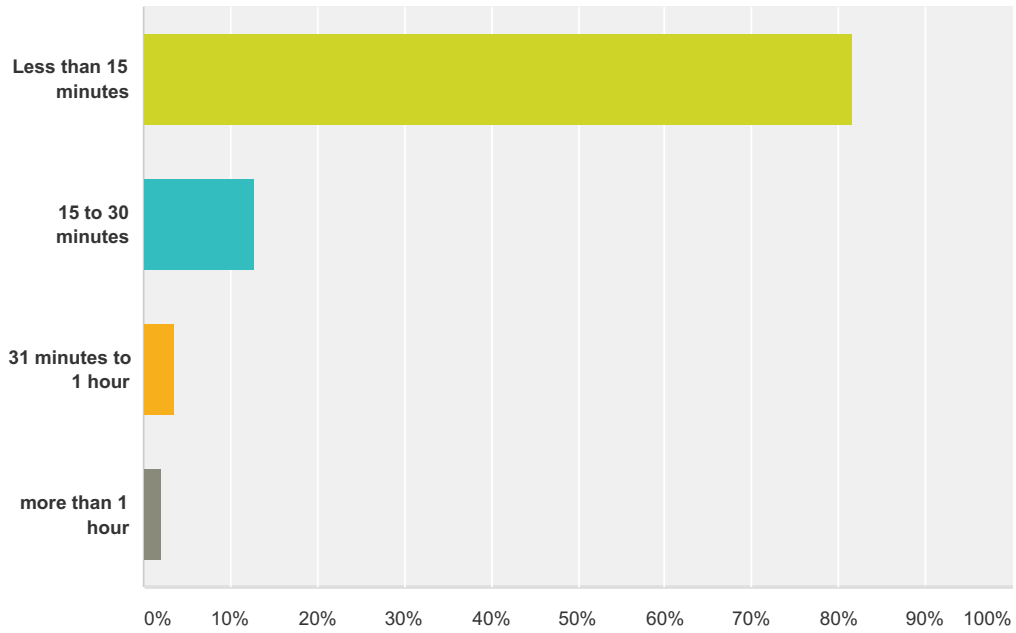
Answered: 139 Skipped: 4



Answer Choices	Responses	
Yes	76.26%	106
No	23.74%	33
Total		139

Q7 How long does it take you to get to Leaside Memorial Community Gardens?

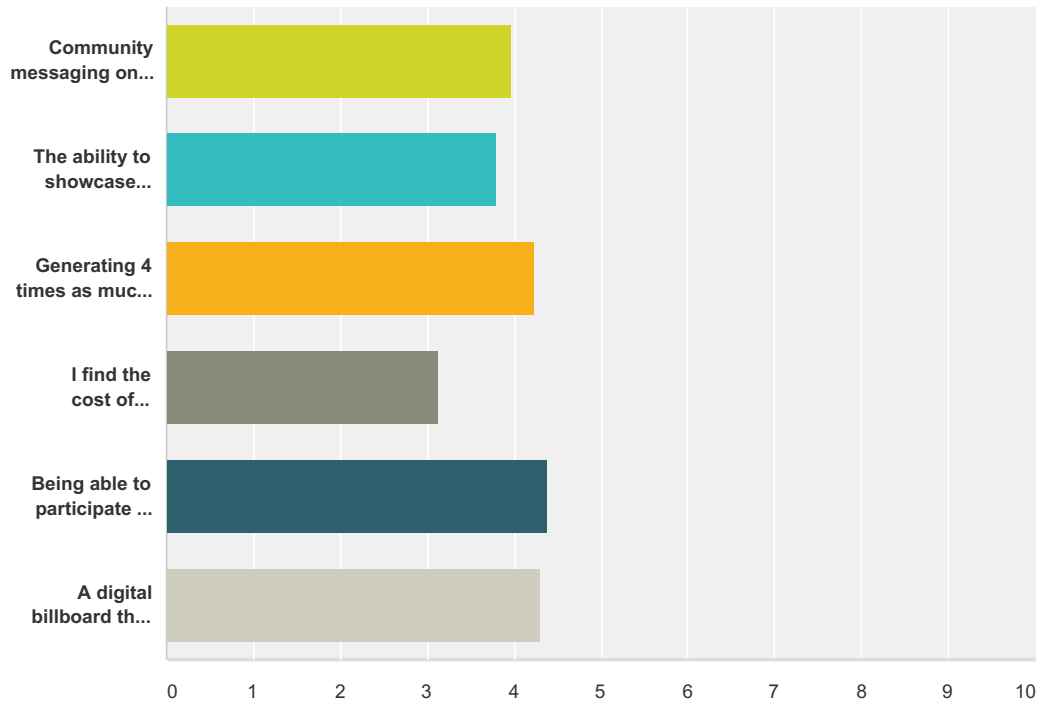
Answered: 142 Skipped: 1



Answer Choices	Responses
Less than 15 minutes	81.69% 116
15 to 30 minutes	12.68% 18
31 minutes to 1 hour	3.52% 5
more than 1 hour	2.11% 3
Total	142

Q8 Please rate the importance of the following statements to you:

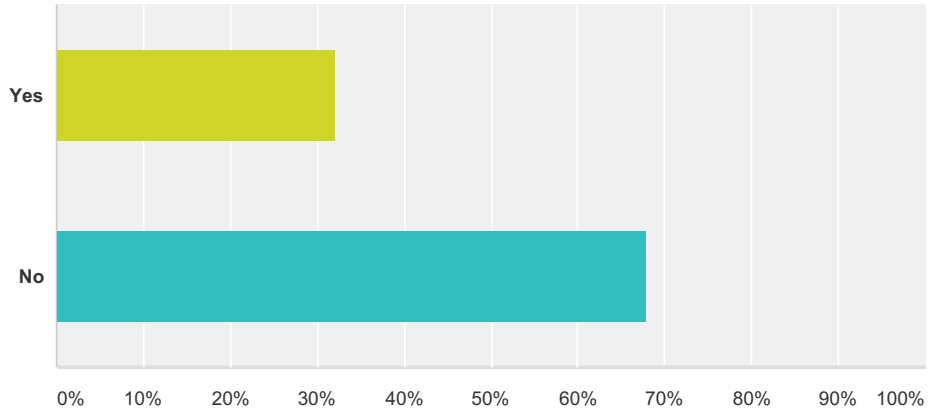
Answered: 143 Skipped: 0



	Not at all important	(no label)	(no label)	(no label)	Very important	Total	Weighted Average
Community messaging on the proposed digital billboard is important to me.	6.99% 10	5.59% 8	16.78% 24	25.87% 37	44.76% 64	143	3.96
The ability to showcase individual and team achievement is important to me.	9.09% 13	9.09% 13	18.88% 27	17.48% 25	45.45% 65	143	3.81
Generating 4 times as much revenue for Leaside Memorial Gardens is important to me.	7.69% 11	1.40% 2	12.59% 18	16.78% 24	61.54% 88	143	4.23
I find the cost of participating in activities at Leaside Memorial Gardens challenging.	14.69% 21	14.69% 21	32.17% 46	19.58% 28	18.88% 27	143	3.13
Being able to participate in activities at Leaside Memorial Gardens is important for me and my family.	4.90% 7	2.80% 4	6.99% 10	20.28% 29	65.03% 93	143	4.38
A digital billboard that would generate revenue for Leaside Memorial Gardens is a good idea.	6.29% 9	2.80% 4	7.69% 11	20.98% 30	62.24% 89	143	4.30

Q9 Did you know that the current billboard in front of Leaside Memorial Gardens generates revenue for the facility?

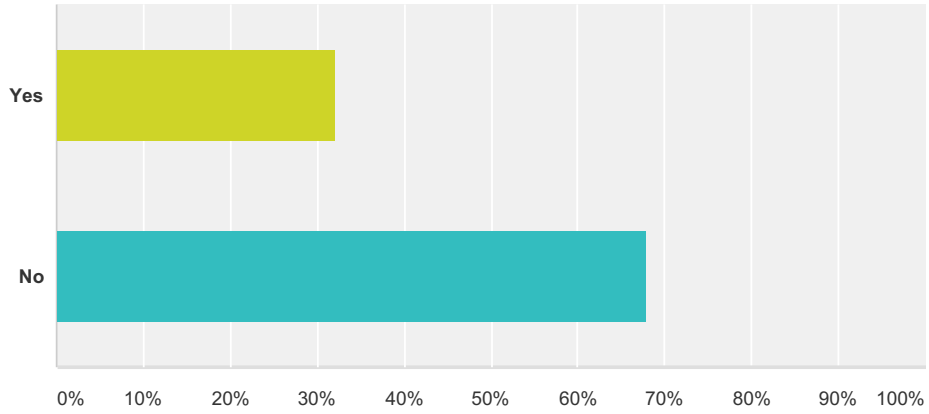
Answered: 143 Skipped: 0



Answer Choices	Responses	
Yes	32.17%	46
No	67.83%	97
Total		143

Q10 Did you realize that the proposed digital billboard will generate 4 times as much revenue for Leaside Memorial Community Gardens?

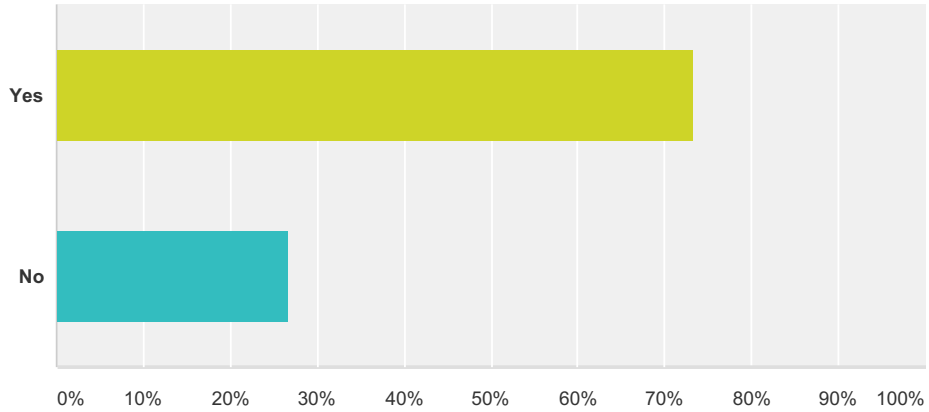
Answered: 143 Skipped: 0



Answer Choices	Responses
Yes	32.17% 46
No	67.83% 97
Total	143

Q11 Would you like to be included for the draw for a sports gift certificate? If yes, please provide a contact email that we can use ONLY to make you aware if you win the draw for the gift certificate:

Answered: 142 Skipped: 1



Answer Choices	Responses	
Yes	73.24%	104
No	26.76%	38
Total		142