

April 16th, 2018

To: Toronto City Council

From: Justin Dempsey – Manager, Real Estate Development - OUTFRONT media Canada

Re: Digital Signage Application – Fred Victor Facility – 145 Queen Street East

OUTFRONT Media L.P. is making application for a Sign By-Law Amendment to the City's Sign Bylaw, on behalf of Fred Victor, for the installation of an electronic first party – third party wall sign combination at 145 Street East located in Ward 28 (Toronto Centre – Rosedale).

145 Queen Street East is the home of Fred Victor, a social service charitable organization that promotes long-lasting and positive change in the lives of homeless and low-income people living across Toronto. Every day, more than 2,000 people use Fred Victor's programs and services. In addition to its 145 Queen Street East location, Fred Victor operates 18 other locations across the GTA, which include shelters, transitional housing, and affordable housing facilities. Moreover, Fred Victor offers a wealth of programs for the homeless including: housing access and support counselling, creative programs, employment and training programs, meals centers, a women's bakery, community mental health services, and general health services. Fred Victor has become a leader in battling homelessness in Toronto – an issue which has become one of the foremost concerns of our city.

OUTFRONT Media is proud to have been working with Fred Victor on the proposed sign project for over a year now. The proposed signage to be installed at 145 Queen Street East would greatly help Fred Victor in their mission to end homelessness in many ways:

1)Revenue Generation For Fred Victor: The third party advertising to be displayed on the signage would generate revenue. A large portion of the revenue would be funneled directly back into Fred Victor's charitable organization, which would provide much needed funds to continue to sustain operating their housing programs for the public. This would translate into approximately 110,000 meals along with 36,000 days worth of shelter and counselling services offerings to be provided to those dealing with homelessness and poverty in the local neighborhood.

2)First Party Digital Name Plate For Fred Victor: The bottom 1/6th of the sign would be strictly designated for first party branding for Fred Victor. This will be a digital space, rectangular in shape, that will permanently display the name Fred Victor, coupled with a picture of the organization's logo. This will help to better brand and identify the location for those who require the essential and sometimes emergency services that are provided by Fred Victor.

3)First Party Messaging For Fred Victor: The remaining top portion of the sign above the digital name plate (5/6ths of the sign), is to be used for a combination of first party messaging by Fred Victor and third party content. 1/6th (or 16.66%) of the time on this portion of the signage will be allocated to Fred Victor, providing them with ability to display community outreach messaging during every minute of every hour of operation. This messaging will bring a greater awareness to the issues pertaining to homelessness and help to battle the stigmas surrounding the topic. This will also help Fred Victor to garner more volunteer support from the community and aid in their important fundraising activities.

The proposed signage will be placed on the north facing facade of the Fred Victor facility to be primarily viewed by vehicular traffic travelling Southbound down Jarvis. Since making the original sign application, through constructive discussions with city staff, we have made a series of modifications to the original signage plans, which were reflected in a motion put forth by City Councillor Anna Bailao at The Planning and Growth Management

Committee (P&G) meeting held on April 5th, 2018. Summarized, these modifications are as follows:

- 1) To reduce the size of the sign face to 36.19 sq m (4.57m x 7.92m). We have also proposed to reduce the overall height of the sign to 14 m.
- 2) To angle the signage westward so that illumination produced by the sign display shall not project onto any portion of the premises municipally known as 140-150 Sherbourne Street – commonly known as “Moss Park”.
- 3) To not operate the third party copy during November 11th of each year to respect ceremonial activities carried out by the military armories located across the street.
- 4) To reduce illumination levels to 200 nits during the period of sunset and sunrise, which is 1/3rd lower than what is allowed under the sign-bylaw and lower than that of the third party signage operated by the city on public bus transit shelters throughout the neighborhood.
- 5) To take down three other third party signs in the immediate area located at the following locations: 128-130 Jarvis Street (ground sign), 107 Jarvis Street (roof sign), and 113 Jarvis Street (roof sign). This provides an overall net reduction of the aggregate sign face advertising space within the neighborhood block.

With these new concessions, city staff had verbally advised at P&G, that there would be an overall net benefit to the local community through this newly revised application.

This is a project that we are exceptionally proud to be a part of. Fred Victor is a fantastic organization that works hard toward making our community safer and more inclusive. This project will provide Fred Victor with the self-sustaining resources they require to continue carrying out their important work. We urge you to approve this area specific by-law amendment to allow the signage project to proceed forward.

Sincerely,

A handwritten signature in black ink, appearing to read "Justin Dempsey". The signature is fluid and cursive.

Justin Dempsey

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