



TORONTO CENTRE FOR THE ARTS

5040 Yonge Street
Toronto, Ontario M2N 6R8
www.tocentre.com

March 4th, 2010

To Whom It May Concern:

The Toronto Centre for the Arts is applying for a Variance to the Sign By-Law 30788 to permit the replacement of the south face of an existing ground sign located on the northwest corner of North York Boulevard and Yonge Street. The Centre respectfully requests that the City of Toronto approve the application for sign variance including a restriction that would limit the change to the electronic image displayed on this sign to 1 change in a 24 hour period.

The intended purpose of the ground sign at this location is to function both as a directional sign for the Centre as well as a sign that promotes the activities that occur within the Toronto Centre for the Arts. Despite the Centre's 5040 Yonge Street address, the Centre is not actually located directly on Yonge Street, it is located to the west, on the corner of North York Boulevard and Beecroft Avenue and behind the 5000 Yonge Street office tower. Although the Centre can continue the promotion of long running large commercial Broadway style productions on the existing signage face, the Centre has failed to promote any events occurring in the Studio Theatre and George Weston Recital Hall at this critical high traffic location.

The purpose of the installation of the electronic sign is to promote all shows, productions and concerts that occur in all of the Centre's venues: the 1,700 seat Main Stage Theatre; the 1,000 seat George Weston Recital Hall and the 200 seat Studio Theatre. Currently, the large sign face utilizes a stretch frame that is well suited to promote long running commercial Broadway style shows on the Centre's Main Stage Theatre as the financial investment of a new signage face, costing roughly \$6,000 per change, can easily be amortized over multiple months of staging a big budget Broadway style show. The mostly not-for-profit community groups utilizing the Studio Theatre and George Weston Recital Hall do not have access to the large sign face due to the prohibitive cost to replace the sign for single or multiple performances, as the cost is usually greater than the gross Box Office ticket sales for such performance, making it completely impossible to properly market their events in this sign.

The Centre's new proactive role in actively developing and supporting programming in the Centre's Studio Theatre and currently under-utilized George Weston Recital Hall requires the most cost effective methods for promoting arts and culture related shows and concerts in these venues.

The Centre, operating under the name Toronto Centre for the Arts, is owned by the City of Toronto and is operated by the North York Performing Arts Centre Corporation, a local Board of the City of Toronto that includes 5 City of Toronto Councillors including Councillor John Filion, who supports the installation of the electronic sign providing that it remains static with the exception of 1 single image change daily to accurately reflect the programming at the Centre.

Yours Truly,

A handwritten signature in black ink, appearing to read 'Pim Schotanus', with a large, stylized flourish above the name.

Pim Schotanus

General Manager

Toronto Centre for the Arts