



September 19, 2016

Delivered via E-mail

Nancy Martins
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Members of the Economic Development Committee,

Re: Item ED14.9- Port Lands Acceleration Initiative Phase 2 (Ward 30)

On behalf of Pinewood Toronto Studios ('PTS') and Castlepoint Numa, the development manager for PTS, we are writing to advise on our continued support of the efforts to revitalize the Port Lands. We remain concerned however that the foundations of the vision for the Film Studio Precinct still do not reflect the necessary flexibility, mix of uses and types of spaces that modern film districts are evolving into around the world. Studio campuses are now more integrated than ever before making them and the areas they anchor more attractive for investment and growth.

While we appreciate the efforts to create parameters to support screen-based industries, as presented by the Toronto Film, Television and Digital Media Board, we need to better understand what creates a successful film, television and digital media hub. A simplistic land use plan that draws hard lines and does not consider the numerous other factors that make a successful precinct will not attract the necessary investment to compete with emerging studio campuses in other jurisdictions. We are urging the city to pursue further market analyses, implementation strategies for better infrastructure, to learn how studios are financed and made sustainable, and finally, but just as importantly, ensure that 'place making' be at the forefront of the discussion. Decisions to make investments by both producers and operators will rest primarily on quality of experience and not solely on favourable currency fluctuations, as is the case currently.

Since 2008 with the completion of the film studio complex, PTS has been continually investing in its facility, including three new 'purpose built' sound stages that opened in 2013 and new phases currently underway to create additional carpentry/flex areas, production offices and 'purpose built' sound stages. These additions will increase the PTS footprint by 50% from its current 300,000 square feet. Over the medium to long term, PTS plans to double the size of its current operations, while supporting other film friendly community uses. The PTS Master Plan while evolving to meet current and future industry needs also contemplates a film precinct that is fully integrated into the fabric of the city.

We would also like to take this opportunity to reiterate PTS' concerns with the proposed alignment of Broadview Avenue, as presented in the June 10, 2016 Presentation from the Director, Community Planning, Toronto and East York District, on the Port Lands Acceleration Initiative Phase 2. The proposed Broadview Avenue extension runs through the eastern portion of the secured area of the Studio lands. The use of the



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adjacent lands to the east of Stages 10, 11 and 12, which were completed in 2013, is significantly, if not completely, compromised by this road proposed road alignment. The PTS Master Plan included potential build options for this portion of the site, including a parking deck or workshop spaces. These are important elements to support ongoing growth and day-to-day operations of the Studios, which are now lost with the currently proposed alignment.

On a positive note, we are also pleased to inform the Committee that PTS posted its strongest year in 2015 and 2016 could even be stronger, however we are being challenged by ever greater demands for space. In response, and with the cooperation of City Staff, we are accelerating our growth plans to meet the demand for space at PTS.

Again, we are very supportive of the efforts to revitalize the Port lands. However, we would strongly recommend that City staff further consider the matters mentioned above before proceeding with any proposed plans for the Film Studio Precinct.

We thank you for your consideration and look forward to the next steps in this process.

Yours truly,

Blake Steels
President, Pinewood Toronto Studios

Elsa Fancello, MES, MCIP, RPP
Development Manager, Castlepoint Numa

CC: Councillor Fletcher, City of Toronto; John Livey, City of Toronto; Mike Williams, City of Toronto; David Stonehouse, City of Toronto; Cassidy Ritz, City of Toronto; Gregg Lintern, City of Toronto; Paul Bronfman, Director, PTS; John Langs, Director, PTS; Don Logie, Director, PTS; Mike Feldman, Director, PTS; Brian Topp, Director, PTS; John Sterling, Director, PTS; Alfredo Romano, Director, PTS; Alejandra Perdomo, Castlepoint Numa; Michael Kraljevic, TPLC

