



TORONTO STUDIOS™

ED22.4.1

May 29, 2017

Delivered via E-mail

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Dear Members of the Economic Development Committee,

Re: Item ED22.4- Spotlight on Toronto: A Strategic Action Plan for the Film, Television and Digital Media Industry

On behalf of Pinewood Toronto Studios ('PTS') and Castlepoint Numa, the development manager for PTS, we are very supportive of the efforts to create an action plan that outlines strategies to enhance Toronto's Film, Television and Digital Media sector. Prior to the adoption of this plan and proceeding with the forthcoming implementation plan for Spotlight on Toronto, we urge Members of the Committee however to revisit a number of proposed recommendations to enhance Toronto's competitiveness in this sector.

Of specific concern is the statement that the Port Lands and surrounding areas be earmarked '...as a priority for future development, based on its employment land zoning, proximity to downtown and existing cluster of creative businesses.' PTS believes that the vision iterated and defined by a single use for the entire Film Studio Precinct of 141 acres within the Port Lands, does not reflect the necessary flexibility, mix of uses and types of spaces that modern film districts are evolving into around the world. It is also important to point out that the Port Lands is not currently designated strictly for employment as suggested; the Port Lands is designated 'Regeneration Areas,' which supports a range of land uses, including residential and employment.

While there is room for future growth at PTS and in Toronto in general, investments in the film, television and digital media sector is not the once and simple equation of 'build four walls and they will come' -- a variety of support spaces, a confluence of pre and post production, as well as other amenities are necessary to the long term success of a film and television district. We can no longer solely depend on currency weaknesses, 'retrofit warehouses' and suburban-like business parks to attract productions. People and businesses value places that are in full use, urban and that offer of variety of activities. Encouraging a business park environment of strictly employment uses is not only counter to the current flexibility found under the existing 'Regeneration Area' policies, but runs counter to what the sector is looking for, and is demonstrated through other film and media hubs in LA, Vancouver and New York.

Recognizing that one of the five pillars central to this report is leverage the potential of new digital technologies, it is important to note that the leading digital media companies in the City, such as Google, Ubisoft and Corus Entertainment, and countless other Media based businesses recently chose to locate



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within an urban setting and not employment parks which will populate much of the Port Lands. In order for businesses to maintain their competitiveness and to attract the best talent pool, place and affordable living are important factors when deciding where to locate. Encouraging growth in digital media and the screen based industries as a whole must also take into account the DNA of these proposed targeted locations. These businesses will not locate in a single use environment or make the necessary investment to create a vibrant workplace, especially in areas where such infrastructure improvements include flood mitigation, public transit, and other urban amenities necessary to attract the best and brightest in the media sector.

As a film studio operator located in the Port Lands in the City of Toronto, we are encouraged that the City is looking at short to medium term actions that will continue to leverage Toronto's film, television and digital media sector on the global stage. We strongly urge the Committee to explicitly support the current 'Regeneration' Official Plan designation which in its flexibility does not preclude any of the key industry objectives stated in the report, but will ensure that an exciting urban district is developed at the doorstep of the City to attract the necessary investment for it to succeed. We are supportive of the growth of film, television and digital media production in the Port Lands but feel that this growth is best supported under the current Official Plan designation.

Yours truly,

A handwritten signature in black ink, appearing to read "Paul Bronfman".

Paul Bronfman
Chairman, Pinewood Toronto Studios and
Chairman/CEO of Comweb Group Inc. and William F.
White International Inc.

A handwritten signature in blue ink, appearing to read "Alfredo Romano".

Alfredo Romano
President, Castlepoint Numa and Director, Pinewood Toronto
Studios

CC: Blake Steels, PTS; William Bryck, Build Toronto, PTS; Wilfred Vos, ROI Capital; Elsa Fancello, Castlepoint Numa;