



October 2, 2019

Delivered by Email

Mayor John Tory and Members of Council
City Council
Toronto City Hall, 12th Floor, West Tower
100 Queen Street West
Toronto, ON M5H 2N2

Attention: Marilyn Toft (councilmeeting@toronto.ca)

Dear Mayor John Tory and Members of Toronto City Council:

**Re: City Council Meeting 10; TEYCC Agenda Item TE8.12
City-Initiated Zoning By-law Amendment for McCleary, Media City and
Turning Basin Districts in the Port Lands (Ward 14)**

Bell Media Inc. and Bell Media Studios Inc. (collectively, “**Bell**”) are majority shareholders of Pinewood Toronto Studios, the long-term lessee of the property municipally known as 101 and 225 Commissioners Street and 1-17 Basin Street in the City of Toronto (the “**Pinewood Site**”).

The City’s Zoning By-law Amendment recommended by the Toronto and East York Community Council (the “**Draft ZBA**”) proposes to remove existing permissions from the Pinewood Site as part of the City’s Zoning Review for the Port Lands. This recommendation was made on short notice and without substantive public participation, including any meaningful communication with Bell representatives. As such, the recommendation should be deferred until such discussions have occurred.

Rezoning the Pinewood Site

The Pinewood Site is part of the Port Lands area known as Media City, located south of Commissioners Street, east of the Don Roadway proposed extension, west of Bouchette Street and north of the Ship Channel. This is the location that Pinewood Toronto Studios, one of the largest purpose-built production studios in Canada, intends to commit significant resources to help expand its film and media operations.

As a majority shareholder, Bell has a significant interest in the long-term development of the Pinewood Site. Bell fully supports the expansion of the Pinewood Site for purpose built movie studios and other supporting uses (office, etc.) as primary uses. Future development of the

Pinewoods Site is a key part of our strategic initiative and would also help the City achieve its goal of consistently attracting over \$2 billion in film, television and digital production investment each year.

Although Bell is generally supportive of the City's goal of providing a new master plan for the Port Lands through modernizing its planning framework, the recommended adoption of the Draft ZBA is premature. In particular,

- The Port Lands Zoning Review was only very recently proposed to include the Pinewood Site;
- The Central Waterfront Secondary Plan appeals, which provide official plan policy direction for the Pinewood Site, are scheduled for a Local Planning Appeal Tribunal hearing in September 2020;
- City staff have not had an opportunity to comprehensively review the zoning permissions for the Pinewood Site in relation to Media City district and the larger Port Lands Planning Framework as a whole with key stakeholders;
- City staff are currently undertaking a Productions, Interactive and Creative (PIC) Core Urban Design Guidelines Study that includes the Pinewood Site. This study is anticipated to conclude early in 2020, resulting in recommended urban design guidelines and further modernized zoning regulations which will provide the City with further opportunity to regularize the permissions on this site.

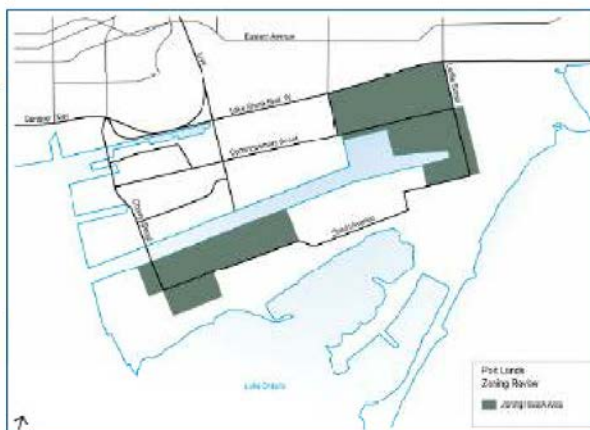
City's Public Consultation Process

The Pinewood Site, as with Media City, was not intended to be affected by the City's Port Lands Zoning Review. As late as July 30, 2019, City staff clearly indicated to the public at a community consultation meeting that the City's concurrent zoning review exercise for the Port Lands would exclude Media City:

Zoning Review Study Area

The Study Area includes Warehouse District, East Port and South Ship Channel.

PIC Core Districts and Districts where a Precinct Plan needs to be completed before rezonings are outside of the scope of the Zoning Review.



Bell did not have knowledge of the City's intention to review and remove existing permissions from the Pinewood Site until late August. The statutory public meeting notice was provided on August 27. For a zoning review exercise that commenced in 2018 focused on the Warehouse District, East Port and South Ship Channel areas, adding a review of the Pinewood Site with minimal notice is inconsistent with the public consultation process typically followed by staff.

Expiry of Interim Control By-law Will Not Impact Development on the Pinewood Site

There is no urgency on the part of the City to adopt the Draft ZBA to restrict development on the Pinewood Site. The expiration of the Port Lands Interim Control By-law will not affect how Pinewood Toronto Studios intends to make future use of the site, which in our view is consistent with the City's vision for this area. Further, as noted in the letter from Pinewood Toronto Studios dated September 13, 2019, there are other agreements in place that would prohibit the development of uses that may result in land compatibility issues.

If the City intends on rezoning the Pinewood Site to restrict uses that were prohibited by the Interim Control By-law to update zoning on the site, we respectfully believe there is likewise a responsibility on the part of the City to confirm the uses currently permitted by the 2005 Committee of Adjustment decision, following consultation with key stakeholders such as Bell. This discussion has not yet occurred.

Conclusions and Requested Action

Bell remains committed to working with the City to identify appropriate long-term development permissions for this property in a comprehensive manner to increase future investment in the City's film and television production industry. However, in our respectful opinion it is premature for City Council to adopt the Draft ZBA as currently drafted.

Accordingly, we request that City Council refuse the adoption of the Draft ZBA as recommended by the Toronto East York Community Council in response to the Supplementary Report dated September 13, 2019 from the Director, Community Planning, Toronto and East York District. Alternatively, we request that City Council **amend** the Draft ZBA to exclude the Pinewood Site and to allow discussions between the City and Bell to take place.

Sincerely,

A handwritten signature in cursive script that reads "Randy Lennox".

Randy Lennox
President, Bell Media

Cc: Ulli S. Watkiss, City Clerk
Mayor John Tory
Councillor Paula Fletcher
Isaac Tang, Borden Ladner Gervais LLP