



THE ST. LAWRENCE MARKET NEIGHBOURHOOD BUSINESS IMPROVEMENT AREA (BIA)

November 5, 2012

RE: The Sony Centre Theatre

Toronto City Council Executive Committee,

One of the key attributes of The St. Lawrence Market Neighbourhood in Old Town Toronto is culture and theatre. It is essential to the economic well being of the area and the city that the Sony Centre continue to anchor our thriving theatre community.

We are prepared to offer our support for initiatives that maintain the property at 1 Front Street East primarily for use as a theatre. Any “adaptive re-use” of this theatre would have a negative net effect on the local economy and would not be able to properly showcase the important historical and cultural legacy of the building.

We look forward to having the Sony Centre continue as the cultural gateway to our neighbourhood and Toronto.

Yours,

George Milbrandt
Chair, St. Lawrence Market Neighbourhood BIA