



TORONTO STUDIOS™

June 19, 2014

Delivered via E-mail

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

Dear Members of Planning and Growth Management Committee,

Re: Item PG34.11, Port Lands Acceleration Initiative Phase 2 - Progress Report

On behalf of Pinewood Toronto Studio (PTS), we are supportive of the planning process and the momentum to revitalize the Port Lands to date but have some significant concerns regarding the land use direction outlined for the Film Studio Precinct. Specifically, we have concern with the conclusion in the Port Lands Planning Framework: Land Use Direction Report that to maintain Toronto's competitiveness in the film sector, all we need to do is build more purpose built sound stages. This is misinformed.

As noted in our letter dated May 20, 2014 to City Planning staff (please see attached), PTS has recently expanded (3 new sound stages) and is committed to grow its operation, but growth must achieve the right balance, type and mix of spaces for its ongoing success. In order to maintain a successful film studio operation, its facilities must be occupied approximately 75-80% each year. A simplistic focus on sound stage expansion and not on the variety of support and synergistic uses required to attract productions, we ensure that all of the existing and future investment made in this area will be in peril.

We strongly recommend that City staff consult with film studio operators across the City of Toronto prior to adopting this report. It is integral that film studio operators be able to share their insights into the operation and requirements to support and ensure that the film sector thrives in Toronto.

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

Yours truly,

A handwritten signature in black ink, appearing to read "Paul Bronfman", written over a horizontal line.

Paul Bronfman

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

CC: 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; Blake Steels, 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; Elsa Fancello, Castlepoint Numa; Alan Heisey, PHM Law; Michael Kraljevic, TPLC

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www.pinewoodtorontostudios.com



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May 20, 2014

Delivered via E-mail

Gregg Lintern
Director, Community Planning
Toronto and East York District
City Hall, 100 Queen Street West
18th Floor, East Tower
Toronto, ON, M5H 2N2

Cassidy Ritz
Senior Planner, Community Planning
Toronto and East York District
City Hall, 100 Queen Street West
18th Floor, East Tower
Toronto, ON, M5H 2N2

Dear Mr. Lintern and Ms. Ritz,

Re: Emerging Mixed Use Community at Pinewood Toronto Studios

On behalf of Pinewood Toronto Studios, we are writing to express our support for the ongoing work being undertaken as part of the Port Lands Acceleration Initiative. Specifically, we are glad to see that Pinewood Toronto Studios (PTS) has been identified as an important use and anchor in the emerging Film Studio Precinct. Based on the preliminary materials that we have reviewed and the discussions that we have had with City staff, we wanted to clarify however any misconceptions regarding the space requirements to support the PTS facility over the medium to long term; the mix of spaces needed in order to maintain its competitive advantage; and, just as importantly, that the facility be connected to and be part of a truly mixed-use urban community.

As you are aware, the purpose built film studio complex was completed in 2008. Since that time, Pinewood Toronto Studios have continued to invest in the facility, including the three new 10,000 square foot sound stages that recently opened in the fall 2013; new service and workshop facilities; plans are now being drawn for new production offices to open in 2016/17 as part of the anticipated completion of the new Film Studio Precinct Plan. Over the medium to long term, PTS hopes to add over 50,000 square metres of new studio related spaces on site, which is more than double the size of the existing studio facility. The PTS growth plan completes our stage expansion from 7 sound stages to 11 sound stages with a new state-of-the-art 30,000 square foot sound stage, allowing the facility to support two tent pole productions on site; new studio flex spaces for pre and postproduction offices, several more workshops, a hotel/conference center to support short/long term stays and a new parking structure. Further, similar to other film studio developments around the world, we would like to encourage and support new mixed use opportunities outside of the secured studio area in order to strengthen place making around the film studios. PTS is committed to urbanize and reduce the ecological footprint of the studios by removing surface car parking, better integrating the public realm and creating stronger live/work opportunities.

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As evidenced by our recent builds, we are committed to grow Pinewood Toronto Studios, specifically in regards to support spaces, these by as much as 60%, but growth must achieve the right balance, type and mix of spaces for its ongoing success. In order to maintain a successful film studio operation, its facilities must be occupied approximately 75-80% each year. PTS is a purpose built facility and it competes for new productions with many North American facilities, including other film studios in the Greater Toronto Area. Comparisons to other markets must be carefully considered and not taken out of context. The New York City film and television industry, which contributes \$7.1 billion to the local economy annually issued permits to 333 films and 576 television projects in 2013. Los Angeles studios annually support an approximately \$30 billion dollar industry. Other jurisdictions including Illinois, Michigan, Louisiana, Georgia now compete with Toronto, Vancouver and Montreal for projects outside New York and LA. Even though Pinewood UK's successful film operation currently supports 37 sound stages across three separate sites (Pinewood, Shepperton and Teddington Studios), the sound stages and support facilities are not all located in one facility but are split across three distinct London neighbourhoods.

While there is room for growth at PTS (please see appended growth plan) and in Toronto in general, expansion of studio facilities is not the once and simple equation of "build and they will come". We can no longer afford a "back forty" mentality, dependence on currency weakness, leaky warehouses or suburban style business parks. Building these spaces must carefully respond to the changing needs and demands of the film business and they must be of the highest quality to ensure viability in the long term.

Further, the types of spaces that industry demands is changing through the use of new media technologies. Pre and postproduction activities can be completed in relatively modest and properly outfitted office spaces. As such, it is unrealistic to assume that a 140-acre precinct area will maintain its urban quality and be economically sustainable by supporting a number of partially occupied support spaces. People and businesses value places that are in full use and offer a variety of activities.

We are supportive of the efforts to unlock the Port Lands and the Film Studio District in particular. We believe that a creative mixed-use vision for the precinct area supports, rather than hinders, the competitiveness of the film and multi-media industry and we encourage the City to continue to invest with us in the industry and the emerging area.

Kind regards,

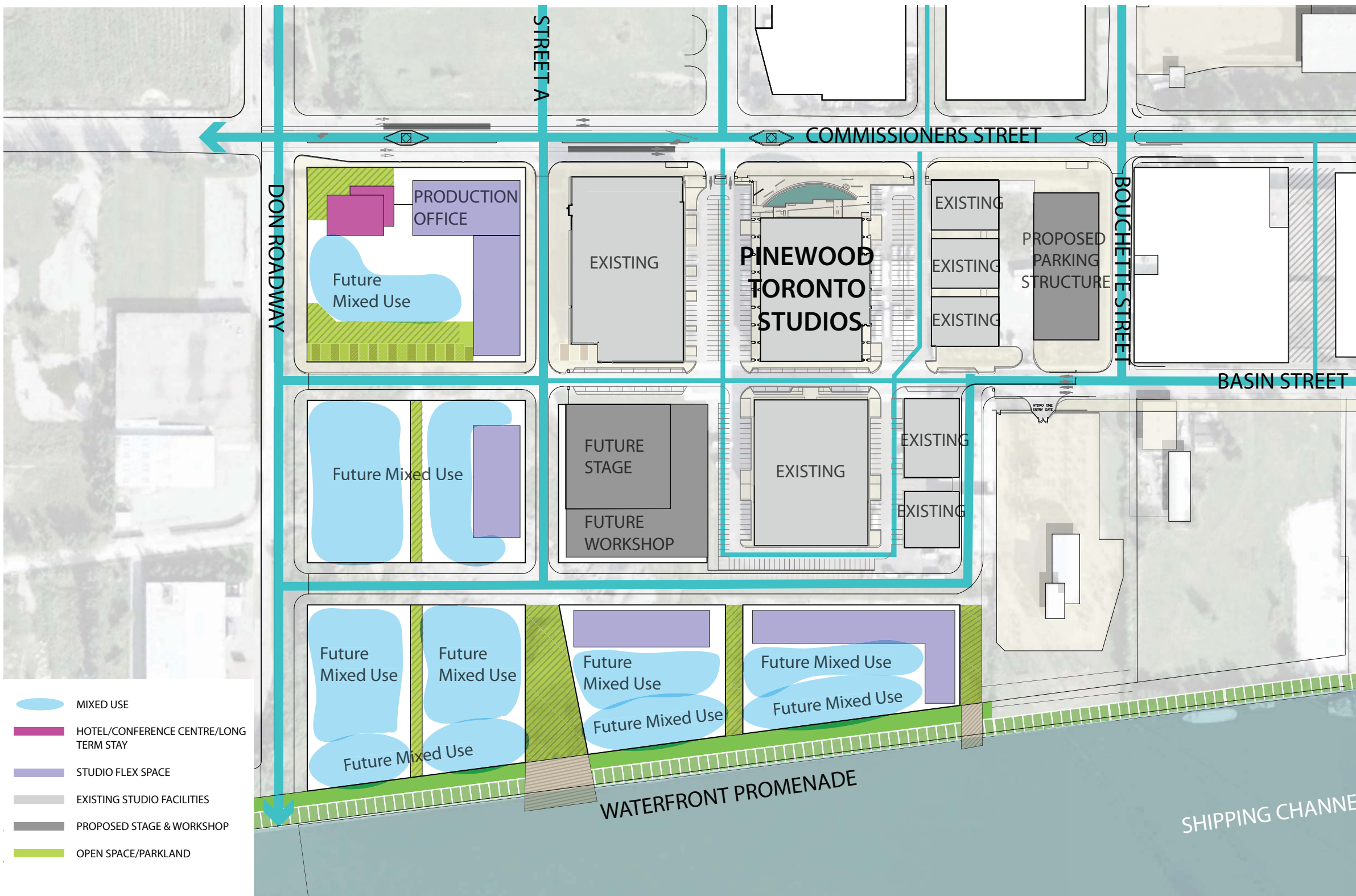


Paul Bronfman
Chairman, Pinewood Toronto Studios & Chairman/CEO
of Comweb Group Inc. and William F. White
International Inc.



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

cc: John Livey, City of Toronto; Mike Williams, City of Toronto; Blake Steels, Pinewood Toronto Studios; John Langs, Director, Pinewood Toronto Studios; Don Logie, Director, Pinewood Toronto Studios; Mike Feldman, Director, Pinewood Toronto Studios; Brian Topp, Director, Pinewood Toronto Studios; John Sterling, Director, Pinewood Toronto Studios; Elsa Fancello, Castlepoint Numa; Alan Heisey, PHM Law; Michael Kraljevic, TPLC



- MIXED USE
- HOTEL/CONFERENCE CENTRE/LONG TERM STAY
- STUDIO FLEX SPACE
- EXISTING STUDIO FACILITIES
- PROPOSED STAGE & WORKSHOP
- OPEN SPACE/PARKLAND

Total Land Area	Approx 30 Acres
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Land Use	GFA(m ²)
Existing Studio Facilities	27,053
Proposed New Studio Facilities:	
Production Office	5,965
Studio Flex Space	6,743
Hotel/Conference Centre/Long Term Stay	21,135
Future Stage	3,251
Future Workshop	9,613
Proposed 3 storey Parking Structure*	9,156
Total	82,916

* Please note that all parking for larger vehicles will be located in the east lot parking structure. Parking will include one level below grade with wrapped parking format above and animated ground floor uses where required.

Growth Plan

Pinewood Toronto Studios

Growth Plan

2014-05-20

