



Planning and Growth Management Committee
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

PG 34. 5: Proposed Amendments to Agreements between Ryerson University and the City of Toronto - Sam the Record Man Signage

Dear Planning and Growth Management Committee,

Downtown Yonge is a vibrant, mixed-use district with the highest pedestrian counts in Canada at the busy Yonge-Dundas intersection.

The Downtown Yonge Business Improvement Area (DYBIA) represents some 2,000 property owners and businesses in the district and works on their behalf to build a sustainable and successful district economy.

As the City is aware, we believe that Downtown Yonge has always been the heart of the Canadian music industry – both in terms of music-related retail and performances of live music.

Against this backdrop, we wish to indicate our **strong support** of the proposed location for the Sam the Record Man sign at 277 Victoria Street in our district.

We applaud the due diligence process and extensive public consultation undertaken by the City to reach the recommendation presented to the Planning & Growth Management Committee on June 19, 2014.

Further, as the DYBIA, we are also strongly in support of establishing a dedicated music industry incubator at 38 Dundas Street East, and will continue to work towards this vision going forward with other stakeholders and partners.

We further believe that both 277 Victoria Street and 38 Dundas Street East are well-positioned to benefit from consistently increasing demand for property, and thus growing property values, ensuring their attractiveness as an investment.

Indeed, assessed property values in the area have continued to grow, approximately doubling over the past 12 years since DYBIA was established.

As a final thought, it is relevant to point out that our residential population is highly supportive of live performing arts - even relative to the rest of the city.





According to household spend data from Environics Analytics, households in DYBIA's service area spend 43% more on live performing arts than the City of Toronto average.

In closing, DYBIA is in support of the recommendation made by City staff on the new location for the Sam's sign as well as the focus on music industry development in our area.

We further believe that the value of both properties, located as they are in a fast-growing and high-demand district, will remain attractive from an investment perspective.

We look forward to working with City staff and other stakeholders on bringing the idea of a music incubator to fruition.

Sincerely,

Mark Garner
Executive Director and CSO
Downtown Yonge Business Improvement Area

Cc: Deputy Mayor Norm Kelly
Councillor Wong-Tam
John Levy, Deputy City Manager

