



450 Churchill Ave. North 450 avenue Churchill Nord Ottawa, ON, K1Z 5E2
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**THE VOICE OF LIVE
MUSIC IN CANADA**

**LA VOIX DU SPECTACLE
MUSICAL AU CANADA**

PG29.4.85

May 2, 2018

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

Dear Ms. Martins:

Re: TOCore: Downtown Plan Official Plan Amendment

Thank you for the opportunity to provide a submission to the Planning and Growth Management Committee regarding the TOCore: Downtown Plan Official Plan Official Plan Amendment. Our Director of Operations, Victoria Shepherd, appeared before you yesterday morning and we submit the below in support of her appearance.

Music Canada Live is dedicated to helping the live music industry develop its full potential through research, collaboration and advocacy across Canada. Our mission is to entrench the economic, cultural and social value and power of live music.

In 2015, Music Canada Live helped release an economic profile of the live music industry in Ontario, called "*Live Music Measures Up*". We established that this critically important sector contributes \$1.2b dollars to provincial GDP and creates 20,000 jobs, and that 83% of the companies interviewed were projecting future growth. Toronto is the single largest market for this sector.

For the past two years, Music Canada Live has been part of the Ministry of Tourism, Culture and Sport provincial roundtable called the Ontario Live Music Working Group. On April 16, we launched a document called the *Vision for Ontario's Live Music Industry*. This is an approach to position the sector for further growth across the province. The *Vision* notes the importance of deeper industry and government collaboration, especially where regulatory issues are concerned - such as ensuring that noise by-laws are balanced so that they address those who might be affected by live music presentations in their neighbourhoods without imposing undue restrictions on live music stakeholders.



Live music plays a vital role across the city by transcending cultural differences, promoting public celebrations, fostering vibrant communities and making Toronto a desirable city to live in or visit.

In August 2015, the Toronto Music Industry Advisory Council (TMAC) submitted Noise By-Law Recommendation which specifically recommended that the City use the Agent of Change principal in specially designated areas of Toronto to determine responsibility for noise mitigation costs. Developers and building permit applicants should be advised of pre-existing neighbouring music venues and of the responsibility to implement reasonable reduction measures, including appropriate noise insulation.

We are pleased that the Downtown Plan recognizes that *“there is a concern that live music venues, especially those that are directly related to the city’s cultural history, will be displaced due to rising land values and competition from the non-music sectors for space”*.

Music Canada Live applauds the City’s proposed actions in the Secondary Plan that address the concerns that are facing downtown’s music venues by *“including policies which will encourage the retention of live music venues, as well as introducing new measures based on the “Agent of Change” principle that have been used in other cities around the world to ensure that music venues can continue to function without impact on, and from, increasing residential development.”*

Specifically, sections 12.10 to 12.12 of the plan includes Agent of Change and advisory notice policies for Mixed Use and Regeneration Areas, including:

- Encouraging the retention of live music venues (12.10)
- Ensuring that live music venues can continue to function without noise-related impact on new residential development (12.11)
- Construction of new live music venues and new mixed-used developments will be designed and constructed to minimize noise from the premises and provide acoustic attenuation measures that would protect residential uses (12.11.1) and for mixed-use spaces, to include acoustic attenuation measures on-site, or within the building design, to mitigate noise levels from adjacent indoor live music venues and from outdoor live music venues. (12.11.2)
- Development containing residential units that are located within 120 meters of a live music venue will be required to include an advisory within the site plan agreement and/or Condominium Declaration that notifies purchasers, lessees and tenants of possible noise that may arise from its proximity to a live music venue.



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Live music generates millions of dollars in revenue, employs thousands of people, drives tourism and makes Toronto the thriving cultural centre where we love to live and work. We look forward to working with the City of Toronto to ensure that the ToCore Plan recognizes the crucial contribution of live music stakeholders - small, medium and large, both indoors and out - to the enrichment of our economic, social and cultural wellbeing.

Thank you for the opportunity to submit these recommendations.

Sincerely,

A handwritten signature in black ink that reads "Erin Benjamin".

Erin Benjamin
Executive Director
Music Canada Live
613.769.5559