



OCTOBER 6, 2023
EMAILED

Toronto City Council
100 Queen Street West
Toronto, Ontario
M5H 2N2

Re: Proposed Conversion at 340-364 Evans Avenue and 12-16 Arnold Street (2023.CC11.18 on October 11, 2023 City Council)

Dear Mayor Chow and Members of City Council. We are Cinespace Studios Toronto, Ontario's largest film production facility with 1.4M square feet of active production space. We are part of a robust film and television industry that has grown to welcome over \$2.5B in production spending in Toronto annually, providing jobs to over 35,000 Torontonians. At Cinespace Studios in the past year alone we have welcomed major productions by Sony Pictures, Amazon Studios, Warner Brothers, NBC Universal, Netflix, the CBC and many more.

We have three studio campus in the two key film hubs in the city: South Etobicoke (777 Kipling Avenue) and the Port Lands (30 Booth Avenue and 8 Unwin Avenue). We are expanding further into the Port Lands in the coming year and have launched two major workforce development programs and work with the City of Toronto's Film Office, unions of film and television technicians and educational institutions to help train the next generation of workers in our booming creative sector.

Our main campus and headquarter is located at 777 Kipling Avenue in South Etobicoke, in proximity to other major film & television industry service providers and partners – from other studio operators to major equipment providers, props shops and film set catering companies. Toronto's film industry is one that thrives by being concentrated in key geographical clusters – chiefly South Etobicoke and the Port Lands. Major productions choose Toronto for its historical and proven reputation as a geographically concentrated centre of creative excellence where all film-related services and sourcing of space, equipment and ancillary services can be found in proximity. The industry has succeeded in growing to record-breaking levels because of its ability to expand on Employment Lands in these areas over the years. Film and television production activities operate similarly to manufacturing and light-industrial businesses in that they involve trucking routes, 24/7 schedules and a level of privacy and security that are not conducive to being neighbours to mixed-use or residential buildings.

We recognize the need for Toronto and Ontario to increase opportunities for residential and mixed-use developments, but strongly believe that it should not be at the expense of already-scarce Employment Land availability in key areas. The film and television industry in Toronto will be able to continue on its growth trajectory only if it has the ability to grow in these established and stable clusters.

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Today, I would like to express my concern of the above noted proposed conversion request (#103), which is located on lands surrounded by the South Etobicoke Employment Area and directly in the film cluster area and in proximity of our main studio. The City of Toronto's comments on the Proposed Provincial Planning Statement on Item - 2023.PH4.8 express similar concerns. We ask you to carefully consider all conversions that chip away at Employment Lands in one of the City's key contiguous Employment Lands area, one that plays a crucial role in several industries including the local film and television sector.

Thank you,



Magali Simard
Director of Industry & Community Relations

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