



Sign Variance Committee
City of Toronto

RE: SB26.3

Dear Members of the Committee

My name is Jon Chaters, through my company; The Toronto Stage Company, I am the operator of The Terminal Theatre. The Terminal Theatre is a 450-seat proscenium theatre with a large double sprung stage floor purpose built for dance. We are located on the third floor of Queens Quay Terminal.

The Terminal Theatre was formerly known as The Fleck Dance Theatre and before that The Premiere Dance Theatre. The Theatre is a vital mid-sized space for the performing arts including dance, opera, theatre and comedy.

We are currently in the midst of hosting a 35-performance run of the musical Dancer – A Musical in Ten Furlongs. This original Canadian musical likely would not have found a home should this theatre not be here.

I have only been operating the theatre since November of last year. Prior to November the theatre had been closed by its previous operators at Harbourfront Centre in March – it was closed for nine months. They believed the theatre to be not viable... I disagree and so do my landlords at Northam.

In our time here, they have gone out of their way to help us reestablish the theatre. Most notably, their help in supporting Aljazeera Television's global production of the Doha Debates Town hall we hosted in July was foundational to our success in attracting the event to Toronto.

Still, our main purpose is the performing arts. We have built an incredible first season of theatre opera and dance. Beginning with Dancer our season includes BE MORE CHILL and another new Canadian musical in Predictable Holiday Rom-Com: The Musical. We will host two operas from Toronto City Opera, local dance leaders such as Danceworks and

Canadian Contemporary Dance Theatre, even globally renowned companies such as Gallim and The Martha Graham Dance Company.

This season our little theatre has the potential to bring 75,000 people down to the waterfront. Getting them to the theatre is incredibly high on our list of challenges. Signage and wayfinding in the neighborhood are non-existent for us. Time after time we hear from frustrated patrons that they have difficulty finding us.

I believe that the signage our property managers are proposing will go a long way to reducing this challenge, and I strongly urge you to approve their application.

Jon Chaters

The Toronto Stage Company &
The Terminal Theatre