



## Policy Direction Highlights - Booklet 6

# CELEBRATING CULTURE

Toronto's culture sector employs about 130,000 people, roughly equivalent to employment in Canada's automotive sector and each year the culture sector contributes \$11.3 billion GDP to the economy in Toronto.

It includes a wide range of sectors and enterprises in live performance and music, visual and applied arts, heritage and libraries, written and published works, film and television, screen-based media, sound recording, fashion and design. TOcore will explore policy options for returning and enhancing creative clusters that help position Toronto as a leading and globally competitive "creative capital".

## Retention & Expansion of Cultural Spaces

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In 2011, city-wide mapping of culture sector jobs and businesses found that the Downtown area has the highest concentration in the City of Toronto by place of work, and the highest total numbers of cultural facilities owned by others (private ownership, or other orders of government). However, this desirable presence of cultural activity within the city's core is now under threat due to rising real estate markets, and policies that are putting pressure on landowners to convert their spaces into residential or more lucrative commercial uses. As part of the TOcore Secondary Plan work, policies will be introduced to encourage the retention of the existing concentration of cultural activity in the Downtown core, and encourage expansion of the sector allowing it to continue to grow along with other employment uses.



St. Lawrence Market (Credit: City of Toronto)



Luminato Festival 2013. The Festival Hub at David Pecaut Square (Credit: Taku Kumabe)

## POLICY DIRECTIONS

- I1:** Encourage the retention and expansion of spaces for culture sector jobs and businesses Downtown.
- I2:** Encourage the retention of existing live music venues Downtown.
- I3:** Recognize and accommodate the film sector's creative needs Downtown.
- I4:** Develop a new map that identifies Cultural Areas within Downtown.
- I5:** Develop criteria to identify current and future parks and public squares Downtown that are suitable for live music and/or music festivals, and analyze the physical infrastructure needs required to support these uses.

## Recognize the importance of the Film, Music, and Cultural Industries

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### Music

One of the defining features of Toronto's music landscape is that live music venues are tightly clustered Downtown. Live music venues are part of the "other 9-5" or nighttime economy of the city, drawing local residents and visitors into the core, with positive spin-offs for local restaurants, retail, hotels, and associated industries such as fashion, communications, public relations, publishing and media.

As residential uses Downtown are expected to intensify over the next 25 years, there is a real concern that live music venues in Toronto will be pushed out of Downtown due to rising land values, gentrification, and competition from the non-music sectors for space.

### Film

Within Downtown two of the most used City-owned assets by the film sector are streets and sidewalks. Approximately 80% of Toronto's \$1.55 billion location film production takes place in a tight grid between Queen Street, Jarvis Street, Front Street and Bathurst Street. Access to streets and sidewalks for location film production is a vital piece of infrastructure for the film industry that employs more than 30,000 people in the city.

### Cultural industries

Downtown is a regional and national hub of cultural activity. To support Toronto's vibrant cultural scene, TOcore will undertake Cultural Areas mapping, which is intended to identify the clustering of cultural industries, live music venues, and important film streets within Downtown and recommend policies to aid in the retention and expansion of the culture sector.

The use of spaces such as Nathan Phillips Square, Yonge Dundas Square and David Pecaut Square for live music and other cultural events such as North by Northeast, PanAm and TIFF have illustrated that these public parks and squares act as an important draw for the local community and bring residents from across the city and tourists into the core.

To support Toronto's creative industries, the film, music and tourism sectors require access to parking spaces to house equipment, props, costumes, and spaces for dressing, hair and make-up and food services, to load and unload their music gear, and to drop off and pick up visitors to the city. As development and population has increased, conflicts between various user needs have arisen. Further consultation will assist in identifying areas and zones within the Downtown that would benefit from curbside management strategies.

## I POLICY DIRECTIONS

**16:** Develop curbside management strategies for the film, music, and tourism industry to improve traffic circulation and conditions for vehicles including such measures as designated temporary film trailer parking, pick-up/drop-off areas, accessible loading zones, and motor coach parking zones.

## Have Your Say

- How do you think these policies will improve Downtown?
- What policies would you change? How?
- Is anything missing?

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## Have you met our Avatars?



**Fernanda**

22 years old | College student | Newcomer  
Transit user | Arts and culture lover

"Toronto's live music scene is world class. The TOcore policy proposals to recognize live music venues and support future outdoor music venues are great for attracting young people like me to this city."