

NOTES FROM A MUSIC CITY

*Actions to Protect and Grow
Toronto's Music Industry*

Speakers:

Christina Heydorn

Renee Gomes, First Gulf Corporation

Bob Somers, Scatliff + Miller + Murray



Requires Intentional Actions to
Create and Grow a Music City

Lula Lounge

NEWS

MARCH 18, 2017 AT 4:08 PM | 37 C

End of an Era for Live Music In Toronto?

Deepening concern for the city's vanishing music venues.

BY DAVE BIDINI



Rheostatics on stage at the legendary Horseshoe Tavern on Queen West. Photo by CB Allard via rheos

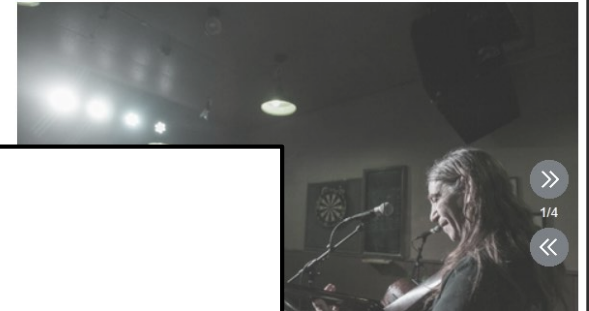
Is Toronto facing a live-music crisis?

Making a living in Toronto's dwindling music club scene

Jim Slotek

Published:
February 18, 2017

Updated:



Shuttered music venues raise fears of 'homogeneous' Toronto culture

Radio-Canada documentary goes behind the scenes with DIY venues, musicians, DJs

Toronto music venue closing after 19 years



ARTS AND ENTERTAINMENT

Live music's last hurrah?

Toronto's booming real estate market has led to escalating property assessments and rents in commercial buildings. Clubs that once staged local favourites and stars alike are closing

Vanishing music venues: three months into 2017 and we've already lost seven

Meanwhile the condo boom explodes, raising real estate prices and shuttering businesses in its wake. The crisis is finally on the city's radar, but will change happen fast enough to save our music incubators and cultural hubs and stop more artists from leaving Toronto?



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The Silver Dollar Room

- Understand the Business
- Embrace through Policy and Development Approval Process
- Manage through Regulation

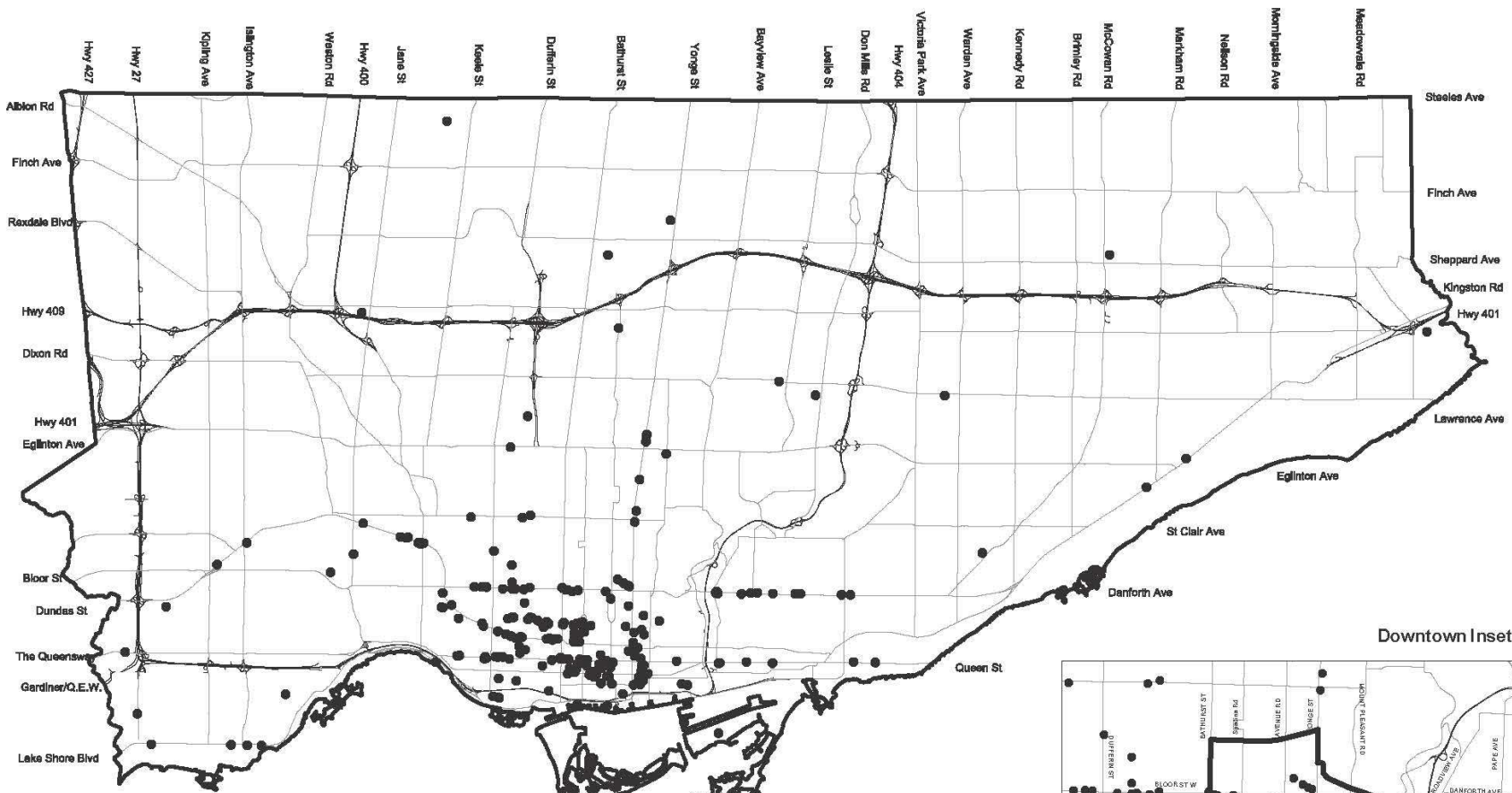
CODA



A vibrant concert scene at Scotiabank Arena. The stage is illuminated with bright blue and white spotlights, and a large array of circular lights forms a backdrop. Several performers are visible on stage, some with their arms raised. The foreground is filled with a dense crowd of fans, many wearing yellow paper crowns and holding up their phones. The sky above the arena is filled with a spectacular display of fireworks in shades of red, orange, and blue, creating a festive atmosphere.

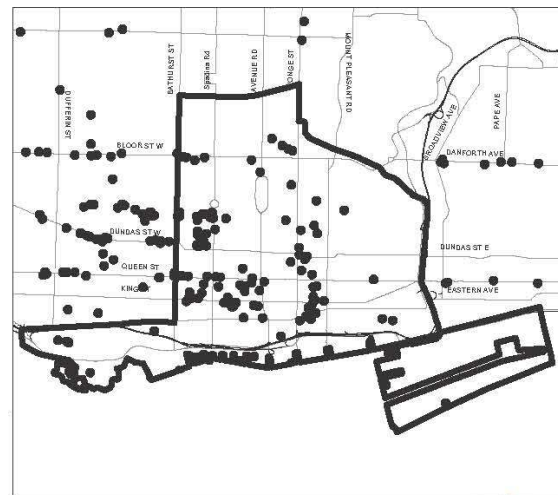
Understand the Business

Scotiabank Arena



● Music Venue

Downtown Inset Map



Adapted from: www.toronto.ca/business-economy/industry-sector-support/music/music-directory/



Geary Lane

A vibrant nightclub scene with a large crowd of people dancing and socializing. The space is illuminated with dynamic purple and orange lighting, creating a high-energy atmosphere. A prominent feature is a curved, illuminated walkway or balcony structure that curves through the scene. In the background, a crowd is visible on an upper level, looking down. The overall aesthetic is modern and energetic.

Embrace through Policy and Development Approvals

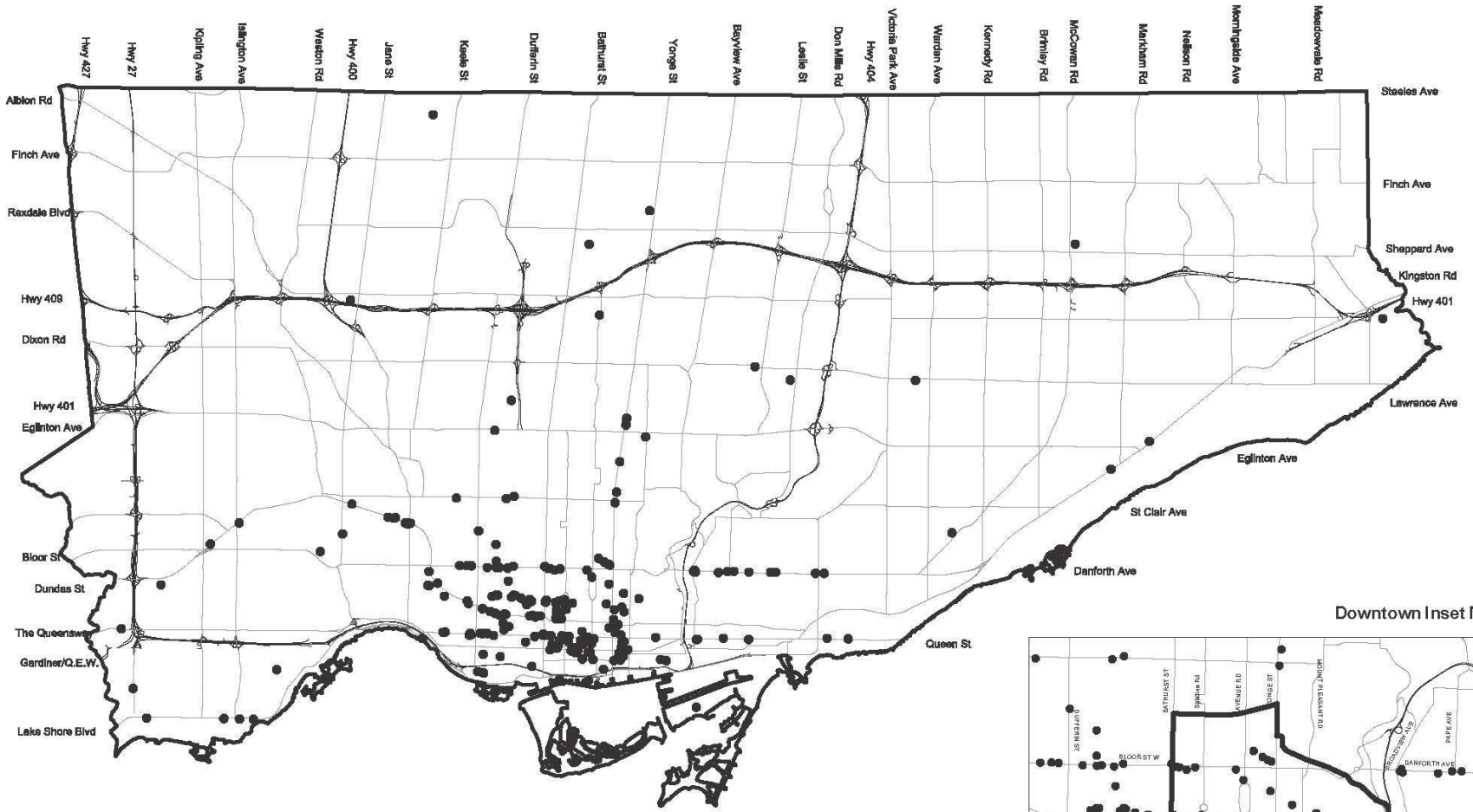
Rebel



Cultural industries have their origin in individual creativity, skill and talent and have a potential for wealth and job creation through the generation and advancement of intellectual property, including: design, broadcasting, film video and photography, music and the visual and performing arts, publishing, software, computer games and electronic publishing.

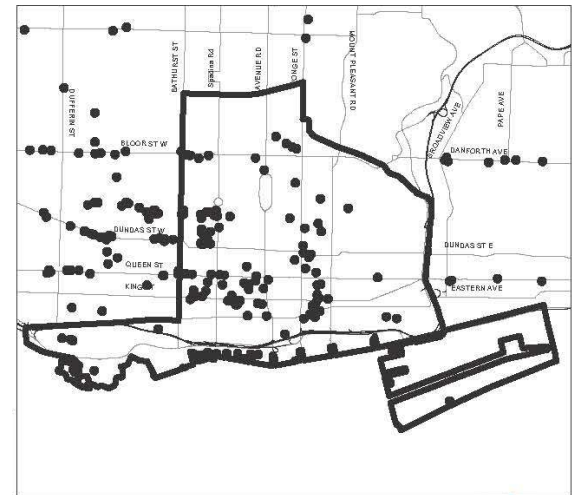
OPA 231, Section 3.5.2 Sidebar Definition

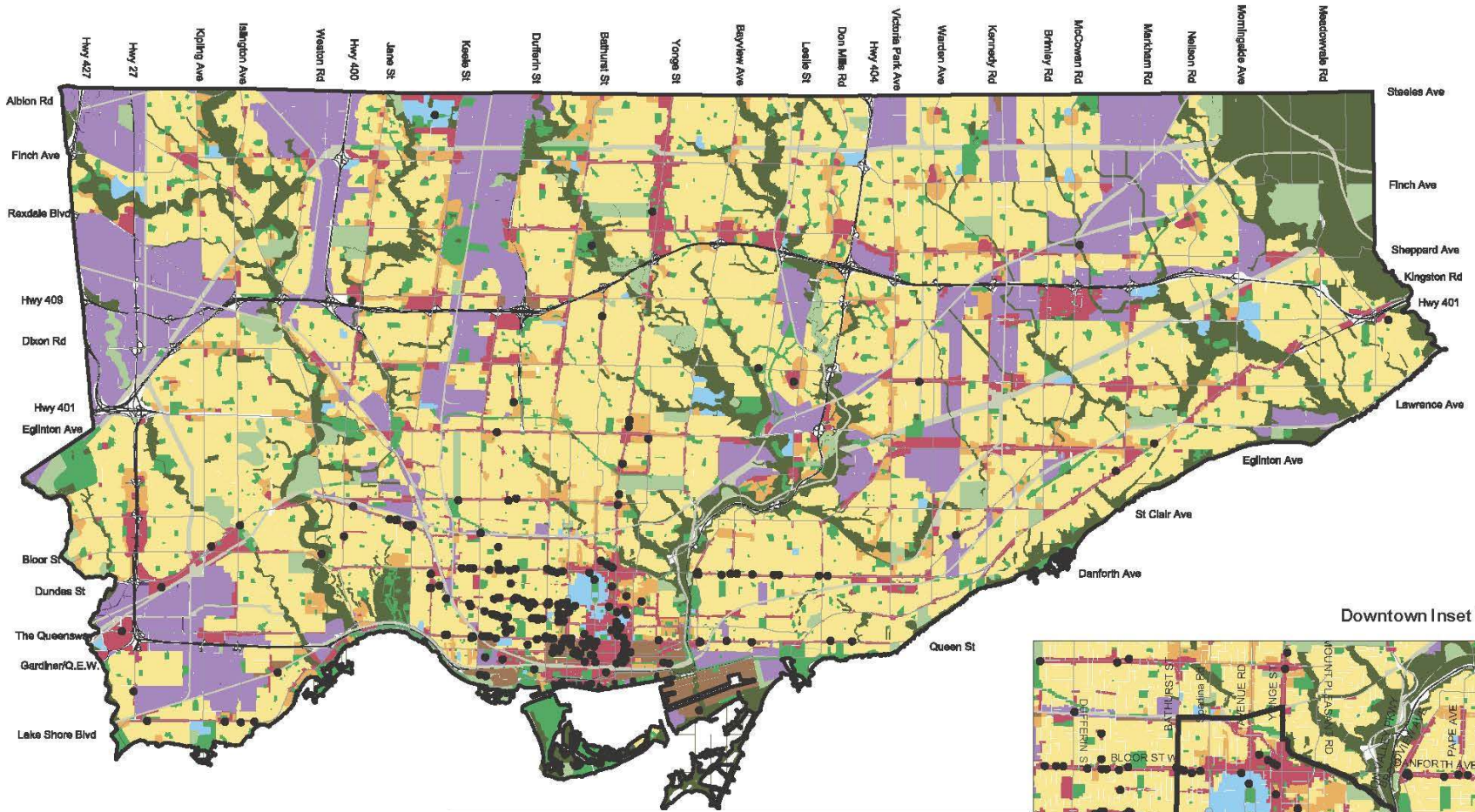
Horseshoe Tavern



● Music Venue

Downtown Inset Map



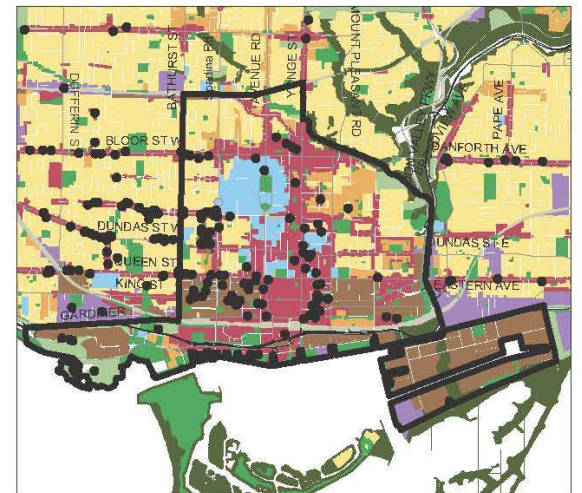


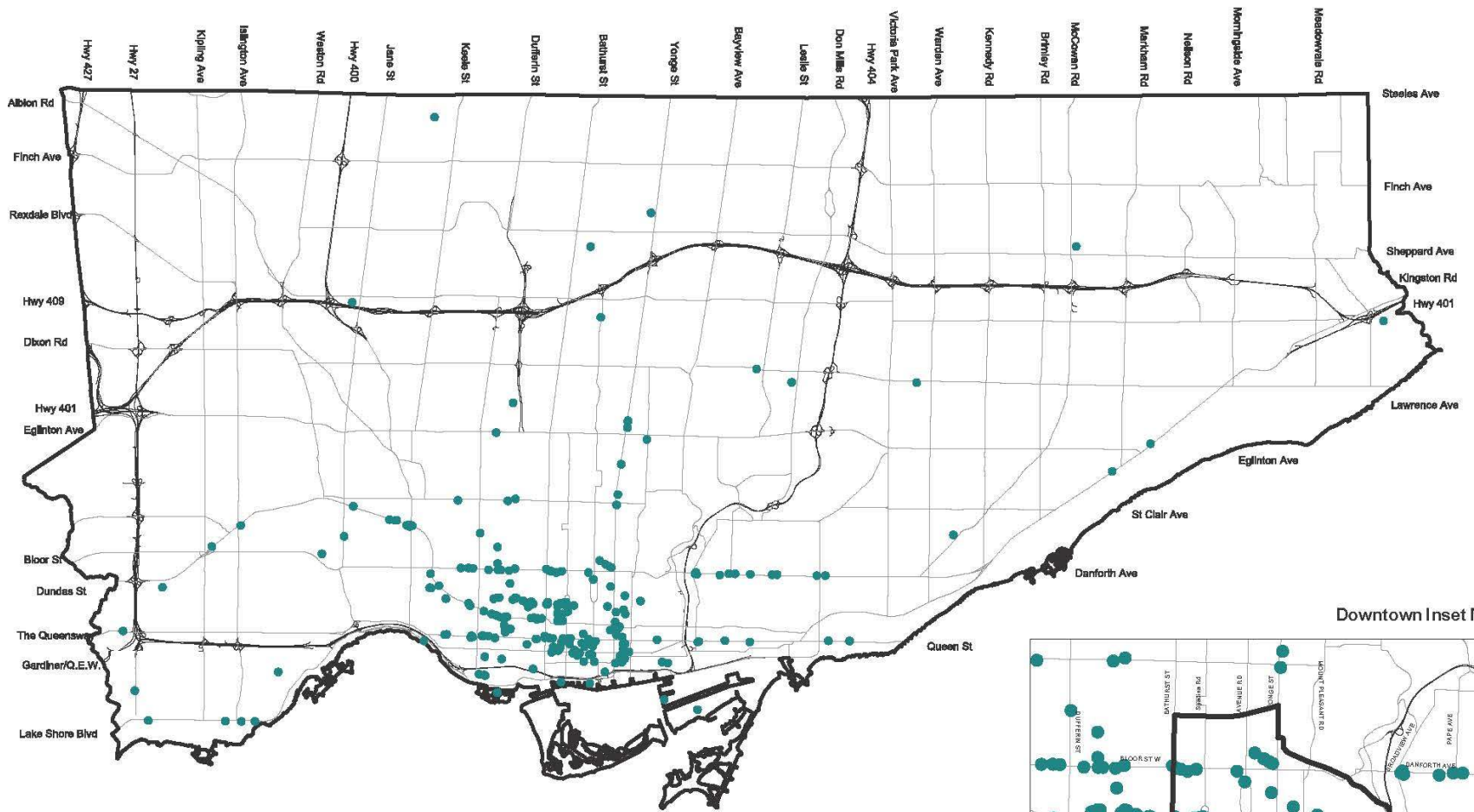
● Music Venue

Official Plan Land Use Designation

 Neighbourhoods	 Other Open Space Areas
 Apartment Neighbourhoods	 Institutional Areas
 Mixed Use Areas	 Regeneration Areas
 Natural Areas	 Employment Areas
 Parks	 Utility Corridors

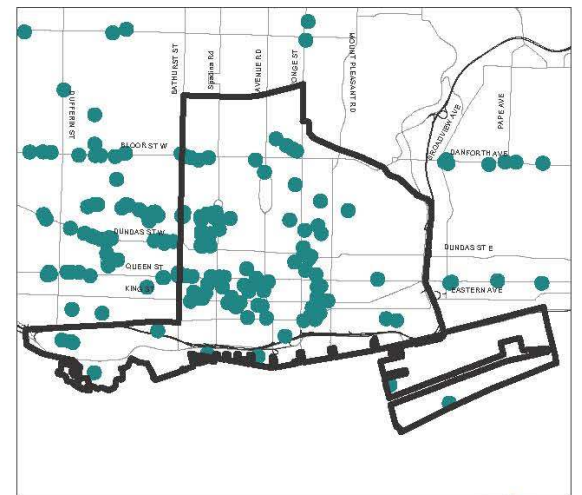
Downtown Inset Map

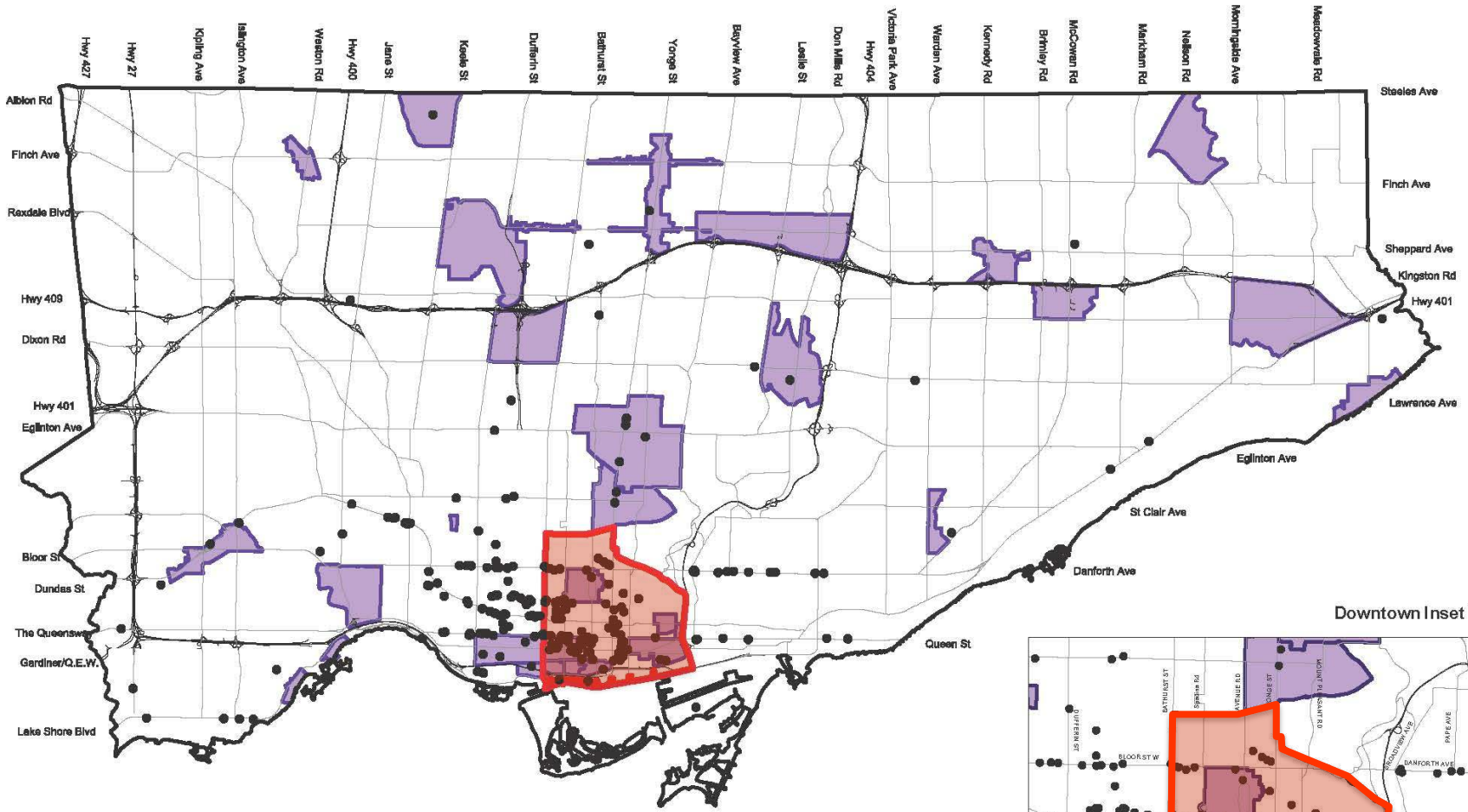




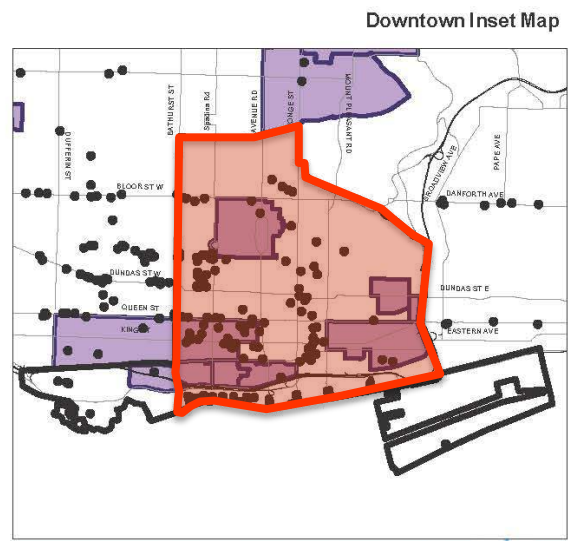
- Music Venue
- 120 Metres around a Music Venue

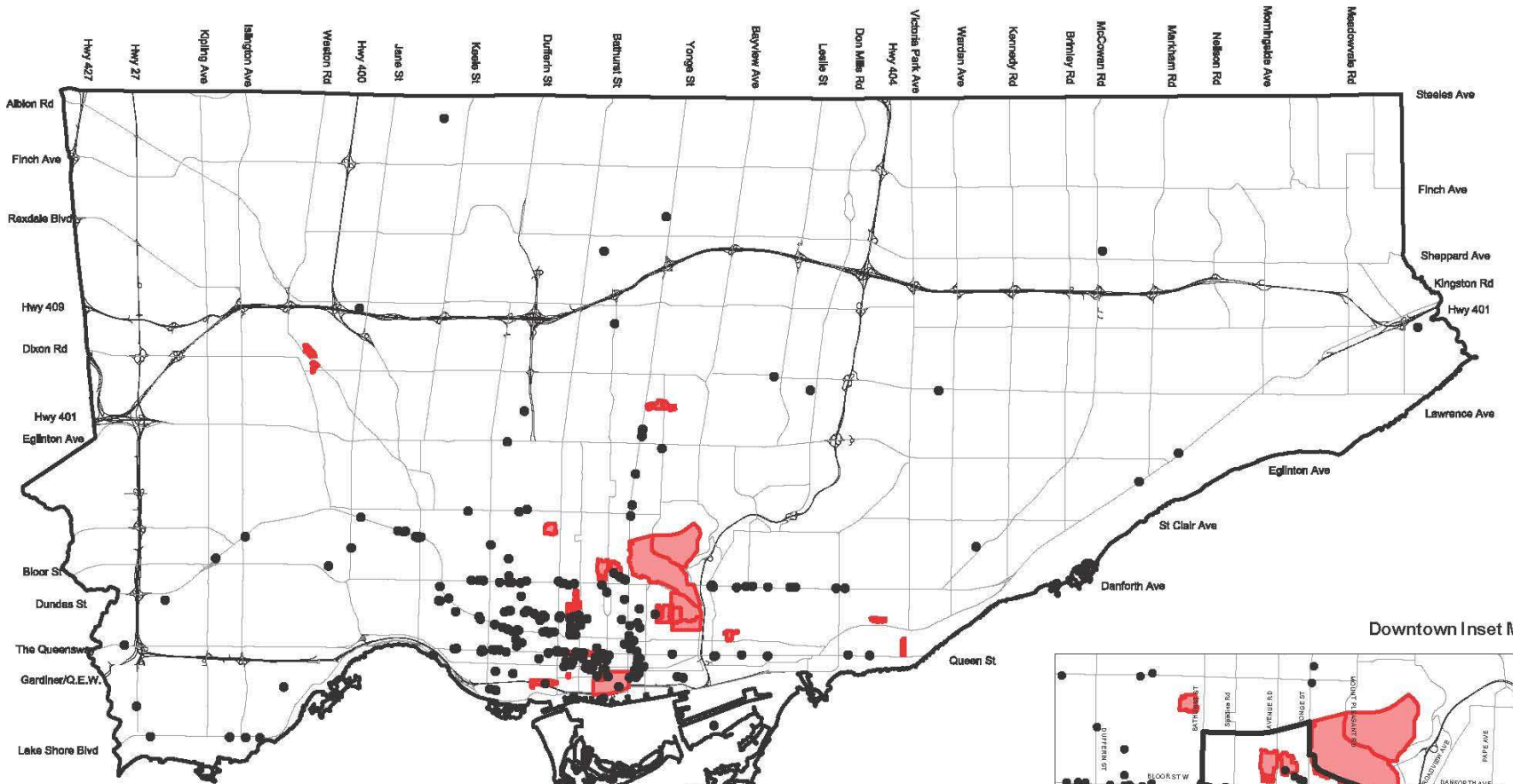
Downtown Inset Map





- Music Venue
- Secondary Plan
- TOcore: Downtown Plan

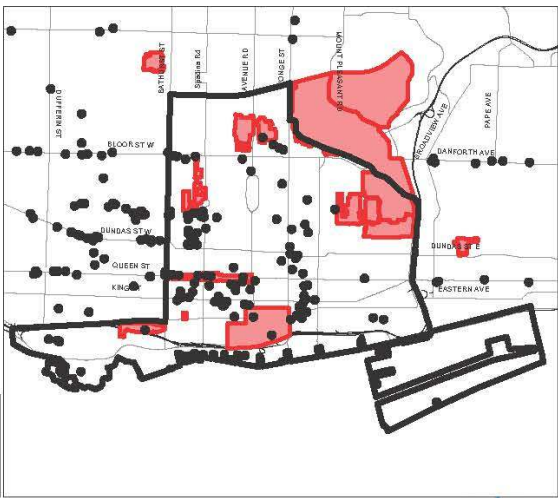




● Music Venue

■ Heritage Conservation District

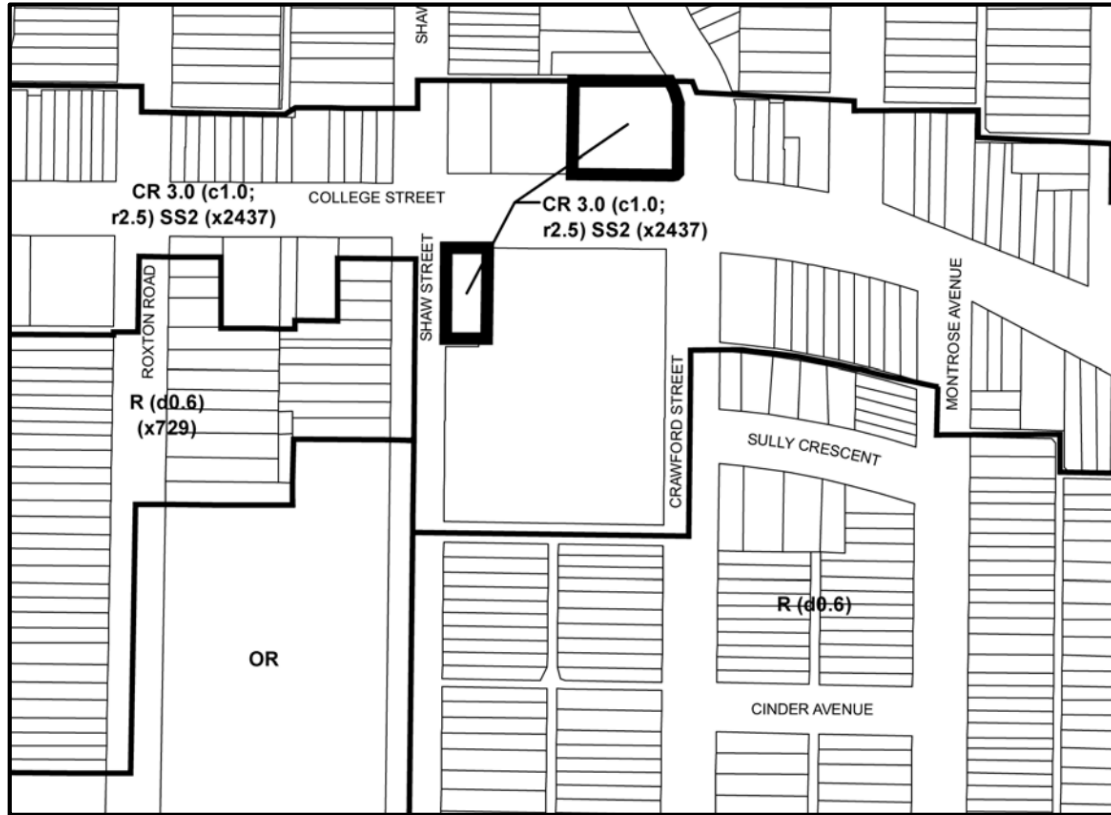
Downtown Inset Map





Manage through Regulation

College Street Zoning Amendment



722, 750 and 783 College Street Zoning Amendment Final Report, October 2017





HOURS OF OPERATION
MONDAY - THURSDAY 11AM - 9PM
FRIDAY & SATURDAY 11AM - 9PM
SUNDAY 11AM - 9PM
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Other Deliberate Actions

1610





New Opportunities





EAST HARBOUR



EAST HARBOUR

- First Gulf (38 acres)
- City of Toronto/Create TO (20 acres)
- Consumers' Gas Company (4 acres)

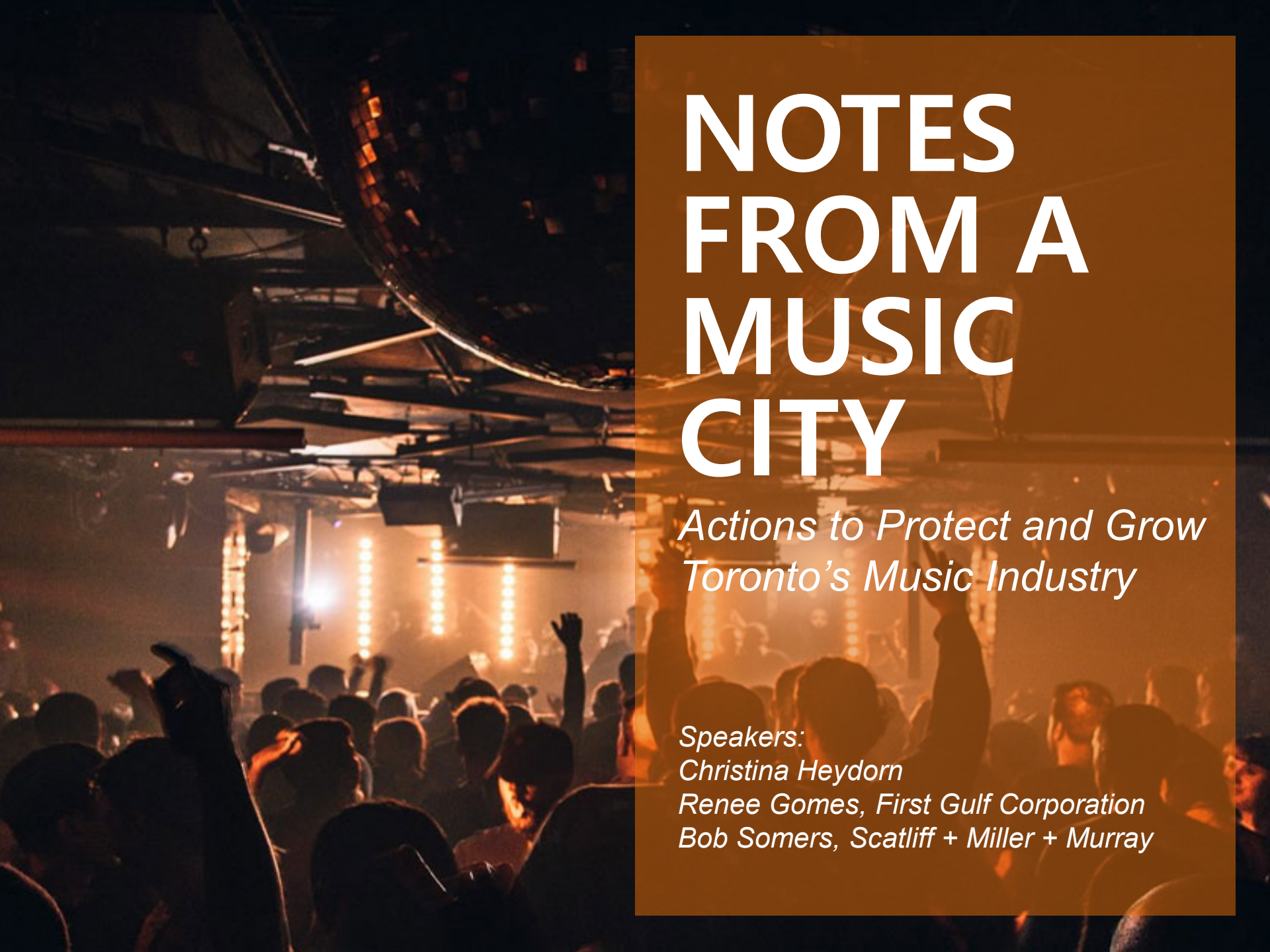




PROJECT OVERVIEW

- 60 acres - Canada's largest planned commercial development
- 10 million sq. ft. of office & institutional space on First Gulf lands
 - Including 2 million sq. ft. of retail, food, entertainment & culture
- ~50,000 jobs
- A new multi-modal Transit Hub
- Adaptable & innovative building systems
- World-class architecture
- Extensive parks, public spaces and green spaces





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