



News Release

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TORONTO'S ENTERTAINMENT DISTRICT TO BECOME CITY'S MASTERPIECE; BUSINESS IMPROVEMENT AREA LAUNCHES 'MASTER PLAN'

Plan ensures Entertainment District's vision provides a template for ongoing transformation - one tied to economic development and progressive self-management of future growth

(TORONTO, ON) Tuesday June 16th, 2009 – The Entertainment District Business Improvement Area (BIA) today announced the launch of its Master Plan – a vision for the future that will ensure the needs of existing and future businesses, residents, tourists and the citizens of Toronto are harmonized within the area's ongoing transformation and revitalization.

The Master Plan – developed through a highly collaborative, open, public planning process between the BIA, its member organizations, the City of Toronto, Resident Associations, the Planning Partnership and the public – has been put forth to protect and reinforce the distinct and defining characteristics that are central to the Entertainment District's sustained success, and to retain and attract the kinds of businesses and organizations that make it unique within the city.

"Like London's West End, and New York's Broadway, Toronto's Entertainment District will now be able to take its rightful place among the world's leading tourist and urban destinations," said Toronto Mayor David Miller. "The Entertainment District BIA has done a tremendous job of working with all members of the community to ensure that this remarkable area remains a key economic and cultural engine within the City of Toronto."

Elements of the Master Plan were officially unveiled today at a press conference at **225 King Street West (Atrium) at 10:15AM** where the plan and its impact on Toronto were discussed by Councillor Adam Vaughan and executives from the BIA. One of the key priorities identified through the Master Plan development process is recognizing John Street as a Cultural Corridor. This 'Spine' is a natural starting point for which the Master Plan aims to develop and highlight. Envisioned as a pedestrian-oriented destination, John Street is named in the plan as a focal point that will link the District's major civic and cultural attractions and provide a central north-south connection linking its five Character Areas. This morning's discussion of the plan was aided by artistic renderings of the area's potential future state. Digital versions of those renderings are posted on the Entertainment District BIA's website <http://www.torontoentertainmentdistrict.ca>

“Toronto’s Entertainment District BIA continues to achieve significant milestones such as this Master Plan – a document that will give its’ diverse stakeholder groups a cohesive vision to guide future change. It also provides groups beyond the BIA’s borders with a sense of what could be by providing a vision that could link the AGO to the waterfront as an extension of its cultural corridor,” said Adam Vaughan, Toronto City Councillor, Trinity-Spadina. “Through continued dialogue, improvements in the area’s architecture, and design of public spaces, we will create a safe, well managed neighbourhood that mixes creative businesses, housing, vibrant day and nightlife, and well thought-out, planned development.”

Added Jack Robinson, COO, CN Tower and chairperson, Entertainment District BIA Board of Directors: “Toronto’s Entertainment District BIA is an extremely important area with a number of the country’s most recognizable organizations as its members. This vision, and its prioritized list of developments, will ensure that those assets have the best possible showcase, and that individuals will continue to build, thrive and invest within one of the City’s most vibrant neighbourhoods.”

The Plan’s guiding principles include:

- To **Protect** historic and character buildings, current height patterns, and balance of mixed use spaces;
- To **Promote** local businesses, tourism, and heritage environments; and
- To **Enhance** streetscapes, open areas, and livable and pedestrian environments.

“As the City of Toronto continues to grow, this Plan will help to ensure that the Entertainment District continues to transform in a coordinated and desirable way,” furthered Michael Emory, president & CEO, Allied Properties REIT and chairperson, BIA Master Plan Advisory Committee. “The Plan strikes a successful balance between this extraordinarily diverse and dynamic community, one that emphasizes the mutually reinforcing nature of the many different parts—new buildings alongside heritage structures, cultural venues and corridors in the midst of commercial concentrations and entertainment venues bordering residential condominiums.”

Funding for plan implementation is expected to come from a number of public and private partnerships. The next steps towards its implementation include technical designs and any necessary studies to ensure successful implementation of the plan over time.

About the Entertainment District Business Improvement Area

Established in 2008, the Toronto Entertainment District Business Improvement Area’s (BIA) mandate is to promote, improve, and preserve this dynamic area of Toronto. Benefiting from economic, environmental and social factors driving downtown growth, the Entertainment District is in the midst of a renaissance, firmly establishing itself as a thriving and vibrant district for living, creating, working and entertainment.

The Entertainment District is comprised of some of the country’s most nationally and internationally recognized businesses and culturally significant organizations, including: the CN Tower, the Royal Alexandra Theatre, the Princess of Wales Theatre, the Rogers Centre, the Toronto Blue Jays, the Air

Canada Centre, the Toronto Maple Leafs, the Toronto Raptors, the Toronto Rock, the Metro Toronto Convention Centre, Roy Thomson Hall, the Toronto Symphony Orchestra, CTV, CBC, NFB, the Four Seasons Centre for the Performing Arts, the National Ballet of Canada, the Canadian Opera Company and the Bell Lightbox (soon to be located at King & John).

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