



CITY OF  
ST. CATHARINES

## Corporate Report

---

**Report from** Economic Development & Customer Service, Economic Development and Tourism

**Date of Report:** July 29, 2013

**Date of Meeting:** August 12, 2013

**Report Number:** EDCS-227-2013

**File:** 56.2.3, 10.13.5

**Subject:** Request from Fourgrounds Media Inc. to Conduct Film Production along Church Street and Queen Street and for Temporary Exemption to Noise By-law 95-198

### Recommendation

That Council delegate authority to the Director of Transportation and Environmental Services to temporarily close portions of Church Street, Queen Street and cross streets intersecting those streets at the times and locations more particularly described in the staff report dated July 29, 2013, to permit location filming by Fourgrounds Media Inc.; and

That this permission for location filming be conditional upon Fourgrounds Media Inc. entering into an agreement providing for appropriate insurance and indemnification and such other terms and conditions acceptable to the City Solicitor, to permit the use of City highways, prior to the commencement of filming; and

That Fourgrounds Media Inc. inform the surrounding neighbourhood and businesses of the filming; and

That Council approve the request from Fourgrounds Media Inc. for an exemption from By-law 95-198 (A By-law to Regulate and Prohibit Noise), for the purposes of filming the Crash Scene scheduled for Sunday August 25, 2013, from 6:00 pm to 11:30 pm.; and

That the City Solicitor be directed to prepare the necessary by-law and agreement; and

Further, that the Clerk be directed to make the necessary notifications. FORTHWITH

### Summary

On May 13, 2013, staff was approached by Fourgrounds Media Inc. (the proponent), a St. Catharines-based production company tasked with the responsibility of producing a crosswalk and vehicular crash scene for the company's first feature film project entitled 'The Hotel Dieu'.

### Report

A request was made to staff by the proponent to temporarily close down and utilize parts of Church and Queen Streets (outlined in Appendix 1) for the purposes of filming

two scenes over two days. Originally, Fourgrounds Media proposed a weekday closure. Upon further consultation with City staff, it was decided that a weekend closure poses less inconvenience to motorists, residents and local businesses.

**Cross Walk Scene** - scheduled for Saturday August 24, 2013, 7:00 am-3:00 pm

*"The scene consists of the protagonist crossing the N or NE side of Church and Queen St. intersection (walking along Queen St.). As they approach the cross walk a production vehicle will obstruct their crossing in the intersection, creating a momentary debate between the protagonists and the driver. In a second shot the main protagonist and a secondary character will sit along the curbside as traffic moves around them. Production personnel will drive the production car. The talent and the production car will not be in close proximity although they appear to be, using camera angles."*

**Crash Scene** - scheduled for Sunday August 25, 2013, 6:00 pm-11:30 pm

*"The scene starts with the protagonist travelling southwest on Church St. in a midsize car. Once the car reaches the target intersection (Church & Queen St.) the car is suddenly struck hard on its passenger side by a large pickup truck travelling East on Queen St. The passenger (the key protagonist) is injured and ultimately blinded by the crash."*

The production of the two scenes will consist of the following:

**Cast and Crew:**

- Primary Crew 15
- Secondary Crew / Volunteers 17
- Certified Stunt Coordinator – acting safety representatives on set

**Vehicles:**

- Production Vehicle parking for 5-7 cars
- 2 Stunt Vehicles + 1-2 Stunt Chase / Warning Vehicles
- Emergency Services including; Fire Services, EMS Services and NRPS

**Production Gear:**

- Primary Camera Scaffolding / Setup will consist of one 5-foot scaffolding structure with Camera and 3 crew on top level of scaffolding
- 2 – Lighting Grip / Audio Equipment / Editing Equipment
- 1 x 5,000 Watt Light for General Illumination - Footprint of this light is 5 feet, max height 15 to 20 feet
- 2-3 x 1000 watt Directional spot lights used at crash intersection; to be hidden or mounted near existing light standards
- Large 10K Tow-Behind Generator "Super Silent"
- Small 5K Generator for 1000 watt spotlights

Intermittent traffic stoppages are expected and road closures will be required. Church Street at Queen Street will be closed for the duration of Sunday, August 25, 2013, from 6:00 pm to 11:30 pm. Church Street between Ontario Street and Queen Street will also be closed during this period because of filming apparatus set-up. During the actual filming, it is necessary to close all streets crossing Church Street (Court Street, Carlisle

Street, James Street, Wellington Street, Queen Street, and William Street) for approximately one hour. Transportation and Environmental Services estimates the cost of the road closures to be \$1,500 +HST. Fourgrounds Media Inc. has been in discussion with Niagara Regional Police, EMS and Fire Services and will be making the necessary arrangements to ensure the safety of all vehicular and pedestrian traffic. The proponent has communicated to staff that road closures will be required, and all affected residents and businesses will be notified in advance of filming with a comprehensive communication brochure put together by their organization outlining the general program of work to be undertaken. All costs associated with these requirements are the expense of the Fourgrounds Media Inc. or applicant.

In the case of large productions, the municipality may require staff to be present during filming to liaise with the filming personnel and assist with emergency requests. The fee for municipal staff is to be paid by Fourgrounds Media Inc.

There will be some inconvenience to local residents during the film shoot due to potential noise and traffic disruptions. In accordance with the City's Noise By-law No. 95-198, the amplification of sound customary at large events, after the hour of 11:00 p.m., is prohibited. In addition, causing any noise likely to disturb inhabitants of the City of St. Catharines at any time is an offence. The proponent has requested a noise by-law exemption for the Crash Scene scheduled for Sunday August, 25, 2013, from 6:00 pm to 11:30 pm.

Fourgrounds Media Inc. has agreed to provide a location credit to the municipality in the final production.

## **Financial Implications**

Not Applicable.

## **Conclusion**

It has been well documented that the film and production industry brings a valuable source of economic dollars to a municipality. According to the Ontario Media Development Corporation (OMDC), the Ontario film and television industry contributed \$1.28 billion to the provincial economy in 2012, accounting for 29,000 full-time direct and indirect jobs netting the strongest year ever. The OMDC estimates that two to three times the production budget is the economic spin-off created in the municipality being utilized for filming purposes.

Staff recognize the importance and economic significance of the film and television production industry to our community. Staff further recognize the direct and indirect economic benefits associated with this sector that serves as part of our broader Creative Industries / Creative Cluster strategy.

## **Notification**

It is in order to notify Fourgrounds Media Inc.

**Submitted and Prepared by:**  
Brian York, Manager

**Approved by:**  
David Oakes, Director