

Ward 22, St. Paul's

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Economic Development Committee
10th Floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

June 23, 2014

Re: Intention to Designate the Proposed Midtown Yonge Business Improvement Area

Dear Chair and Committee Members:

In mid-2013, a group of business owners on Yonge Street, between Soudan Avenue and the Kay Gardner Beltline Trail, and I initiated a conversation with local Midtown Yonge merchants about creating a Business Improvement Area. We received very positive feedback about exploring the creation of a new BIA and at the first group discussion on October 18, 2013, a Steering Committee was formed.

After two open house sessions on March 4, 2014, and extensive canvassing by the Steering Committee, a public consultation meeting with a secret ballot was held on April 28, 2014. 60 commercial property owners and business tenants attended; of the 54 ballots cast, 46 voted to proceed with the poll and 8 voted against proceeding.

The Steering Committee has identified a number of priorities for the area; the most important priority identified was the lack of parking. I have hosted several meetings with the Steering Committee, the TTC and the Toronto Parking Authority to discuss the possibility of a Green P lot in the area.

I strongly believe that successful local small businesses, on vibrant main streets, are important for our merchants and the quality of life of community residents. Establishing a Midtown Yonge BIA would greatly enhance this area of Yonge Street through benefits such as streetscape improvements, beautification, marketing and branding of this wonderful stretch of local businesses, and a strong voice in advocating for parking improvements and other priorities.

Your consideration is greatly appreciated.

Regards,

A handwritten signature in black ink, appearing to read 'Josh Matlow', with a large, sweeping flourish extending to the right.

Josh Matlow
Toronto City Councillor
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www.joshmatlow.ca