



May 28, 2020

Re: #DestinationDanforth

Dear Mayor Tory, Councillor Bradford, Councillor Fletcher and all City Councillors,

As a small brick and mortar business owner and resident of the Danforth East neighbourhood, I support the #DestinationDanforth pilot project.

Hollandaise Diner has seen a 58% decrease in revenue and the majority of customers coming in are customers who live within a few minute walk to our restaurant, few customers are coming to Hollandaise if they are 1km or further from us. There is a desire to support local businesses, but we are noticing Torontonians are uncomfortable commuting to their favourite spots, especially since sidewalks in places like Danforth are filled with pedestrians and difficult to physically distance safely. If there was more safe space to walk or bike, I do believe businesses like us will see an increase in walk in pick up orders and most brick and mortar businesses will see a needed jump in sales.

As a resident of the neighbourhood and a business owner frequently receiving deliveries, I have some hesitation with bike lanes on Danforth. That said, I am a cyclist and have found COVID19 has eliminated the bike paths I normally commute on. The Lower Don, Taylor Creek and Waterfront trails are overwhelmed with pedestrians, joggers and cyclists. The neighbourhood cyclists could often ride through without car congestion and concerns but are now flooded with Torontonians in desperate need of outdoor space. Now more than ever, we are seeing a demand for outdoor space for a number of purposes. During this pandemic, bike lanes would alleviate some congestion from the city trails, allowing more space for outdoor leisure for all. This would also allow a safe commuting alternative for essential workers and anyone needing to commute but feeling unsafe or unable to access TTC.

In summary, Hollandaise Diner supports the #DestinationDanforth pilot project. We believe this project will bring more business to storefronts and provide safe leisure and commuting alternatives that Torontonians are in desperate need of.

Sincerely,

Marisa Tran
Owner, Hollandaise Diner
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