



FRESH ON BLOOR 326 Bloor Street West, Toronto ON, M5S 1W5

FRESH ON CRAWFORD 894 Queen Street West, Toronto ON, M6J 1G3

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July 9, 2021
City of Toronto Council
RE: Eglinton Green Line Landscape and Public Realm

REF : 2021.PH24.8

Dear Council,

My name is Barry Alper and I am a partner and CFO of Fresh on Eglinton, located at 90 Eglinton Avenue East. We opened our business in late 2013, just in time for the start of the Eglinton Crosstown project. Over the last 8 years our financial performance has never reached our original projections, as we have operated amidst the ongoing construction in the area. However, we still very much believe in this neighbourhood and recently signed a new lease to relocate across the street to 101 Eglinton Avenue East, meaning we will be in the area for at least the next decade. I have read the Eglinton Landscape and Public realm proposal and it is very impressive. My comments will be focused on creating a vibrant area between Yonge and Mt Pleasant on Eglinton.

Firstly, I believe it would be a wasted opportunity to return the street to a system where vehicular use is encouraged 24 hours a day, 365 days a year. Construction has limited vehicular traffic in this area for a decade now and we have learned to manage and survive. This seems like the perfect moment to experiment with a new way of doing things in this area – coming out of a year of Covid restrictions and a decade of construction, it feels like the right time to embrace a different use of the space, one that encourages outdoor activities and reduces our carbon footprint.

Secondly, in Canada a retail and public space landscape needs to be flexible and adapt to the 4 seasons. We should look at the 4 seasons as being an asset and one that we should celebrate. Let's fully embrace our warmer months by creating an area that is tailor made for enjoying urban living.



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My recommendation is simple: as part of the landscape, we should install automatic street barriers in the roadway so we can stop vehicular traffic and create a vibrant pedestrian/cycle zone. I have seen these used to great success in Europe around town squares. During the morning the barriers are lowered so cars and trucks can access the squares and then they come up and no vehicles are allowed. In the daytime we could limit deliveries in this area to 7AM – 11AM and then close the street for traffic. Deliveries and delivery drivers could still access the buildings by parking on the side streets.

This system would be implemented from May 1 - Oct 31, and for the winter months would revert to the current system. I believe that this strip would be a good place to experiment with this idea as it is a relatively flat road, is bordered by two new Eglinton cross town stations and a TTC stop.

Now is the time to prioritize cyclists, pedestrians, and mass transit and to have private vehicles and deliveries take a secondary role. In the Green Line Proposal, there were many comparisons made to and inspirations taken from other countries – I say, let's take it one step further and really try to create something unique and exceptional for our city.

Thank you for your time,

Barry Alper