



**RE. 34.10:**  
**Update on Next Phase of Waterfront Revitalization** and the importance of aligned tri-level governmental goals to maximize Toronto's growth potential

**TO.**

Mayor John Tory and  
Councillors Ainslie,  
Bailão, Crawford,  
McKelvie, Minnan-Wong  
and Pasternak.

**DATE.**

12 July 2022

**Dear Mayor Tory and Members of the Executive Committee,**

The Waterfront Business Improvement Area (BIA) has participated in the City of Toronto's review on the next phase of waterfront revitalization that is receiving an update today. We wish to briefly share support and our on-going commitment to assisting to unlock the world-class potential of the waterfront, and with it the City of Toronto as a whole.

**The waterfront is a destination for people across the whole city and region, not just those living here.** Our [visitor origins summary](#) shows where visitors come from. In the year before COVID, 37% of residents from the City of Toronto who visited the central waterfront were from Etobicoke, North York and Scarborough.

Over the past few decades, we have been fortunate to see significant public realm improvements through the tri-level partnership of Waterfront Toronto alongside the City of Toronto: from Harbourfront Centre and the Martin Goodman Trail improvements to the addition HTO Park and Sugar Beach. This continues with the new Bathurst Quay Signature Park announced today (EX34.4), and Love Park being completed by Waterfront Toronto and Parks, Forestry and Recreation at York Street as we speak.

**Investment in the Waterfront East and Port Lands LRT will be key to maximizing the waterfront's full potential.** We have worked to emphasize the importance of this project, including an [economic impact study](#) showing \$22 billion in increased revenue to all levels of government with the LRT in place soon. We recently joined a [statement from more than 40 businesses and civic groups on the importance of building the Waterfront East LRT](#). Many highlight the necessity of unlocking Port Lands growth to maximize City goals such as affordable housing, strategic economic development, recreation opportunities and climate resiliency.

The Waterfront BIA looks forward to continuing to work with and support Waterfront Toronto in coordination with stakeholders representing the City of Toronto and all three levels of government. We continue to support the advancement of goals in our [2017 Strategic Framework](#), including animating the water in all seasons and improving north-south connections to get to the waterfront. Since our [boundary expansion in 2021](#), we now represent the area to Cherry Street, right at the foot of the Port Lands further re-development potential.

Thank you and please contact me at [tkocur@waterfrontbia.com](mailto:tkocur@waterfrontbia.com) with any questions.

Sincerely,

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Executive Director  
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CC: Councillor Joe Mihevc, Ward 10  
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