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Public Works & Infrastructure Committee  
PW 12.3 John St. Corridor Improvements, EA Study

For years now, the Toronto Entertainment District Business Improvement Area (TEDBIA) has envisioned a hub...a centre...a focus... that would reflect the variety and vitality, the diversity and dynamism that the District exemplifies. The John Street Cultural Corridor is precisely that – and it's now a dream deservedly on the verge of coming true.

With the completion of the John Street Corridor Improvements Environmental Assessment Study, a recommended design has been confirmed. Public consultations have been taken into account. There is a framework established and plans made to ensure that this new streetscape is created. The John Street Cultural Corridor will connect all things entertainment, arts, sport and communications. Nowhere else in the city is there such a concentration of similar businesses and amenities. The John Street Cultural Corridor must be created to provide the linkage of so many like-minded enterprises.

The Corridor will be good for the entire city, not just the few blocks it reaches. By virtue of creating a new environment and setting, new commercial ventures will undoubtedly spring up, increasing lease rates and reducing vacancy rates. The Corridor will be a must-see destination for residents and visitors alike, thereby increasing employment potential. A healthy, active enclave spawns private sector investment activity, increasing commercial development and property values. Commercial and residential expansion in the area will mean more tax dollars as well as consumer spending – a boon to the entire city!

There is no down side to the entire John Street proposition. This will be a place where pedestrians are a priority yet not to the detriment of cars or bikes, except for those occasions when the street will be closed for special events. There will be an enhanced sense of community pride as the neighbourhood takes stylistic shape and benefits from an investment in design improvements.

As a result of the hard work of so many in producing the carefully researched EA Study, there is momentum building. We must take advantage of this opportunity and capitalize on the report's constructive recommendations. The Toronto Entertainment District Business Improvement Area strongly urges all committee and Council members to assertively move forward and make the John Street Cultural Corridor a reality as soon as possible.

Sincerely,



Jack Robinson  
Chair – Toronto Entertainment District BIA  
Chief Operating Officer, CN Tower