



MEMO

Ros Dyers
2nd floor, West Tower, City Hall
100 Queen St. W.
Toronto, ON M5H 2N2

Attn: Toronto and East York Community Council

From: Riverside Business Improvement Area (BIA)

Date: October 30, 2015

Re: Riverside Business Improvement Area (BIA)'s Support for Streetcar Developments' 'Riverside Square' - Item TE12.7 – Final Report 77-79 East Don Roadway and 661-677 Queen Street East Zoning Amendment Application

The Riverside BIA would like to submit this memo in support of item TE12.7 on the November 10, 2015 meeting of the Toronto and East York Community Council. We wish for these comments to be distributed to the members of the Toronto and East York Community Council for consideration.

The Riverside BIA has a strong interest and stake in this application as it falls within the BIA's service area. The BIA, one of the first of its kind in Canada, has been working with Riverside businesses and developers since 1981 to bring about the positive growth of this neighbourhood.

Over the past two years Streetcar Developments has actively engaged the Riverside BIA in planning and consultations for 77-79 East Don Roadway and 661-677 Queen Street East ('Riverside Square'). Streetcar has not only invited members of the Riverside BIA to public community meetings, but has individually sat down with the Riverside BIA Board of Directors on several occasions to go over the proposed plans. The BIA believes that Streetcar's application integrates a design that will benefit the Riverside BIA as well as enhance and create opportunities in the neighbourhood as a whole.

For many years the area of 77-79 East Don Roadway and 661-677 Queen Street East, has lacked an animated street frontage. We feel that Streetcar's application for Riverside Square will revitalize this section of the community and improve the amenities, and opportunities, for a dynamic commercial and residential life that is fitting with Riverside's existing character.

Thank you for your consideration of the Riverside BIA's comments.

Sincerely,

The Riverside BIA Board

Mitch Korman, Chair
Aly Damji, Treasurer
Natasha Varjacic, Secretary
Adrienne McRuvie

Rosie Little Jeffares
Dale Sonier
Rachel Conduit

Mitchell Kirouac
Adam Meery
Athena Ellinas-Towers