



May 11, 2016

Dear City of Toronto Public Works and Infrastructure Committee,

The Danforth Business Improvement Area (BIA) wishes to express our support for the Danforth Major Corridor Study as included in agenda item PWIC13.11: Ten Year Cycling Network Plan.

We welcome the opportunity to work with the City of Toronto as a stakeholder along the study area. We further support Councilor Paula Fletcher's letter to PWIC requesting that the study occur in 2017.

The Danforth BIA is composed of 350+ shops, restaurants and services along Danforth Ave. from Broadview Ave. to Hampton Ave. and along Broadview Ave. north to Pretoria Ave., and south to Dearborne Ave. We work to promote and provide an urban destination neighbourhood for delicious food, entertaining theatre, lively pubs, cafés and distinctive shops and services. We are also proud hosts of the annual Thrill of the Grill event and are partners in the Bloor Viaduct's Luminous Veil project.

The Danforth BIA supports a Danforth that is friendly to all customers, regardless of how they arrive in our area. Our recently formed Board Bicycle Subcommittee is working to improve existing bicycle parking facilities in our neighbourhood. As well, we are working with the TPA with regards to the expansion of Toronto Bike Share along the Danforth.

We are keen to support the Danforth Major Corridor Study and to be part of the larger collaborative working group that would study how parking and traffic flow would be maintained (or improved) as a result of a Danforth Ave street redesign.

Sincerely,

Danforth Business Improvement Area
Board of Directors