



方卓怡 市議員 **Paula FLETCHER**

**Councillor** Toronto-Danforth Ward 30

May 28, 2018

Councillor Gary Crawford  
Chair, Budget Committee  
City of Toronto  
100 Queen St. W

### **Danforth: An Even Greater Avenue**

Dear Chair and Members of the Budget Committee,

Currently there are a number of planning studies of the Danforth underway- one from Coxwell to Victoria Park as well as one transit related study for main and Danforth. In 2019 the section from Coxwell to Broadview is to be considered for a study by City Planning. There is also the Master Planning for the new police station at Coxwell and Danforth in 2019 as well as a proposed corridor study for the entire avenue which is to begin in 2019. Two of the 5 BIA's also have a streetscape study underway. Economic Development has a city wide retail study underway which will include the 5 BIAs on the over 7 kilometre stretch of the Danforth

The many studies underway could be brought together within an overarching concept - that of making Danforth an even greater street.

I am writing to request that the 2019 budgets for Transportation and Economic Development and Planning include funding for a comprehensive study of the Danforth as a complete street which includes a robust retail sector and is a model of engagement for all local stakeholders and the community as a whole.

I would like to offer my thoughts on key concepts that such an approach would include:

#### **1. Safety**

Improving safety for drivers, cyclists, pedestrians and TTC users and all of those accessing the many businesses and services along the street. Improving everyone's ability to safely use Danforth is key to keeping the vibrancy of the area strong.

## **2. Strength**

Commercial streets anchor strong neighbourhoods and Danforth Avenue is energized by its local services and businesses. Local retail is under threat by e-commerce but the continued role of local retail is critical to the success of our neighbourhoods. The question is 'what changes to the street will keep Danforth a thriving and exciting place?'

## **3. Refresh**

While Danforth is one of the busiest roads in Toronto, it nonetheless has tremendous potential to have improved connections to green space. Local parks and open spaces and the wide sidewalks should be seamlessly integrated into Danforth to create a street that is a desirable and attractive destination.

## **4. Distinguish**

These improvements should also take into consideration the unique character of different parts of the Danforth. Many different sections have successfully branded themselves as unique areas, strengthening and distinguishing their stretch of Danforth Avenue. The review and improvements on Danforth should support each unique section of Danforth as well as Danforth Avenue more generally.

## **5. Involve**

A great street is more than just the physical changes. Danforth was transformed when the subway opened decades ago. Planning for the street for the next number of decades requires deep community consultation as well as professional expertise to ensure that the changes to the street will have lasting support.

I would ask Committee consideration for the following:

1. Include funding in Transportation Budget for a Major Corridor Study that includes sufficient funds for a complete streets review.
2. Include funding for Economic Development to create a subset study of their city wide retail study to look at business trends for the next decades and make recommendations to support thriving retail.
3. Include funding in City Planning for the next study Broadview to Coxwell

This would allow the General Manager of Transportation Services and of Economic Development and the Chief Planner report to Executive early in Q1/ 2019 with the proposed scope, potential timelines and budget requirements for such an integrated study.

Thank you very much for your consideration,

City Councillor  
Ward 30, Toronto-Danforth

Cc Mayor Tory  
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