



November 3, 2021

Toronto and East York Community Council
City Hall, Committee Room 1
100 Queen Street West
Toronto ON M5H 2N2

Dear Chair and Council Members,

RE: Adopting the St. Lawrence Market Neighbourhood BIA Public Realm Master Plan

The St. Lawrence Business Improvement Area (BIA) is one of the oldest and largest of the 75 BIAs in Toronto. The BIA's mandate is to work cooperatively with its membership, residents and the City to improve the public realm, promote the neighbourhood, and support local businesses. Currently, through negotiations and meetings with stakeholders, they play a very important role in ensuring that new development adheres to strong design principles that support walkability, a strong public realm, and beautification.

In 2014, The St. Lawrence BIA began to develop the [St. Lawrence Market Neighbourhood BIA Public Realm Master Plan](#)¹ with consultants, dtah. The document provides an overall vision for the neighbourhood's public spaces, streetscapes, pedestrian connections, and improvements to parks and squares, with implementation coming from both public and private investment. The plan is a comprehensive document that brings together the numerous existing policies and guides such as the King-Parliament Master Plan, St. Lawrence Urban Design Guidelines and the Heritage Interpretation Master Plan. It was informed by extensive community and business input, including site walks, surveys, and meetings with city staff, businesses and other stakeholders. The plan prioritizes roadway and streetscape improvements in addition to a sustainable public space network that can act as a catalyst for private development. It not only supports a vibrant and dynamic neighbourhood but reflects the needs of a community through extensive communication and consultation. Through years of consultation and research, the Master Plan reflects the unique needs of community members and businesses in the St.

¹ https://www.stlawrencemarketbia.ca/images/01_SLMNBIA-Final-Report_full_Edited%20June%208%202015%20Optimized.pdf

Lawrence neighbourhood. It is a critical planning resource considering the neighbourhood is a significant cultural hub, tourist destination, and heritage community.

The BIA currently consults with developers and numerous city divisions to ensure that design plans are aligned with the Public Realm Plan. They have succeeded in influencing the revitalization of Berczy Park and the redesign of Scott Street.

I am writing this motion to request that this Master Plan receive the attention and promotion that it requires by Toronto East York Community Council and City Council. Having the plan adopted by TEYCC would allow it to have more significance in future development. It would require developments to adhere to the plan in a more streamlined and regulated process. This is particularly important considering the projects in the pipeline, including the First Parliament Site, and Market Park revitalization. The Master plan is expected to be updated in the coming years, yet in the interim, it would be very beneficial to the neighbourhood, residents and businesses if this version was endorsed by council.

Recommendations

1. City Council direct the Chief Planner and Executive Director of City Planning to review the [St. Lawrence Market Neighbourhood Public Realm Master Plan](#) for consideration when reviewing current and future development applications in the neighbourhood to ensure a cohesive urban design vision, consistent guiding principles and recommendations for high-quality streetscape improvements, and to report back to Toronto East York Community Council in the First Quarter of 2022 with any recommendations and comments.

Respectfully submitted,

Councillor Kristyn Wong-Tam

Ward 13, Toronto Centre