



ST. LAWRENCE MARKET  
NEIGHBOURHOOD BIA

June 12, 2023

To Whom It May Concern,

The St. Lawrence Market Neighbourhood BIA (SLMN BIA) fully endorses the conceptual plan for the reimagined St. Lawrence Centre.

Following the adoption of the BIA's Public Realm Master Plan, the BIA has focused on bringing connectivity and creating destination areas within our neighbourhood. Future plans include a Front Street Cultural Corridor in which the TOLive theatres of Meridian Hall and the St. Lawrence Centre are front and centre as the exciting gateway to the St. Lawrence Neighbourhood and Old Town Toronto.

The reimagined plans dovetail with the public realm plans for the corridor. It will continue to add to the Berczy Park precinct by enhancing the public spaces around the theatre and the park, offering wonderful opportunities for visitors to enjoy the pedestrianized plaza on Scott Street as well as new indoor facilities at the theatre: A sustainable Green building which looks to the future with 21<sup>st</sup> century technology.

The welcoming new St Lawrence Centre will become another magnet to draw tourists and residents to the area to enjoy multiple cultural offerings. This will have a positive economic impact on the area, as spillover visits to restaurants, hotels, cultural and historic venues, and other merchants will be most welcome and enhance the area experience. And in a time of recovery, we look forward to enjoying such an initiative.

The SLMN BIA has been fortunate to have the St. Lawrence Centre in our area as a stakeholder and partner as we have similar goals to enhance the neighbourhood. Please look to endorse the recommendations put forward to support this community now and into the future.

Yours Truly,

A handwritten signature in blue ink that reads "Al Smith". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Al Smith  
Executive Director  
St. Lawrence Market Neighbourhood BIA