



**RE: IE15.2
Letter of Support -
Toronto Island Park
Master Plan**

TO:

Mayor Chow and
Toronto City Council
100 Queen St W,
Toronto, ON
M5H 2N2

DATE:

23 July 2024

Dear Mayor Chow and Members of City Council,

The Waterfront Business Improvement Area (WBIA) is writing in support of the Toronto Island Park Master Plan. As the Business Improvement Area representing both the Toronto Islands and Toronto's central waterfront, we see the potential of these plans to dramatically enhance the visitor experience to the Islands while respecting the natural and cultural significance of this piece of our city's landscape.

We have been proud supporters of this planning process in recent years, supporting the creation of the video [Missisakis: On The Indigenous History Of The Tkaronto Islands](#) by the Bawaadan Collective and sponsoring the creation of the world's longest rainbow walk at the site of Canada's First Pride celebration at Hanlan's Point with Pride Toronto.

We want to recognize the efforts of Parks, Forestry and Recreation and the consultation team for undertaking such a fulsome and considered approach to developing this Master Plan.

Below are elements from the Master Plan that we see as important for the Islands' success as a destination for people from across the Toronto area and beyond.

Terminal and Landing Point Improvements - Throughout the early consultations for the Master Plan and in [the WBIA's 2017 Strategic Framework \(p107\)](#), we emphasized the importance of year-round access and connections to the Island. The proposed improvements to the Ferry Terminal and at the Toronto Island landings, including elements such as welcome centres, rental nodes, concessions and marketplaces, and other physical improvements such as gateway features and improved washroom facilities will significantly advance these goals.

Enhancing Visitor Experience - The WBIA strongly supports initiatives that improve wayfinding and the availability of information about island activities. These improvements will significantly enhance the visitor experience and support Island businesses. These elements align with findings from our [2024 Waterfront Retail Review](#), which identifies opportunities to improve visitor experience on the waterfront. Prioritizing the short-, medium- and long-term wayfinding recommendations outlined in the Master Plan are essential to the future success of the Islands.




Improving Access and Connection - The experience of visiting the waterfront and the Toronto Islands is an experience deeply connected to the water. Our [2023 survey of commercial passenger vessels \(p12\)](#) in Toronto's inner harbour found that there were over 486,000 Water Taxi Passengers to and from the Island in 2023. With a record 1.5 million ferry passengers in 2023 and a growing demand to go to the Island, we are supportive of the Master Plan's tie-in with the Marine Use Strategy and the recommendations for an expanded ferry service, enhanced water taxi landing areas, and the evaluation of integration with future visions for an on-water transportation system in the Inner Harbour. Recommendations for an enhanced tram service to cross the Islands would also significantly improve access across the Islands, helping visitors with all abilities to explore and take advantage of all various businesses and activities.


Billy Bishop Toronto City Airport (BBTCA) - The WBIA supports an expedited process to extend arrangements with BBTCA as it is a major economic driver located in the area. We encourage the City to work with the airport to expand on Inner Harbour transportation connectivity, arts, culture and recreation in the area, as well as enhancing cleaning and maintenance programs to improve the experience for residents, visitors and area workers.


We strongly encourage Council to adopt this plan, and to allocate meaningful funding and resources to implement the key elements within it. The Waterfront BIA looks forward to working with Parks, Forestry and Recreation on future studies and projects to ensure that the recommendations outlined in this Master Plan are achieved.

Sincerely,

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