

Letter of Support

The Beach BIA

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July 22, 2025

City Clerk
Councillor Chris Moise
Councillor Shelley Carroll
Members of Toronto City Council
Toronto City Hall
100 Queen Street West
Toronto, ON M5H 2N2

To Whom It May Concern,

Re: Letter of Support for MM32.11 - Implementation Strategy for Business Improvement Area Streetscape Master Plans; Submitted by Councillor Chris Moise, Seconded by Councillor Shelley Carroll

On behalf of the Board of Directors of the Beach Business Improvement Area (BIA), we write to express our strong support for Motion MM32.11 and the recommended actions to integrate Business Improvement Area (BIA) Streetscape Master Plans into the City's broader Streetscape Manual and capital planning processes.

The Beach BIA has a long-standing record of proactive investment in public realm enhancements, having collaborated with the City of Toronto on multiple Capital Cost-Share projects including Kew Gardens, Ivan Forrest Gardens, and the Queen Street Parkettes. Our commitment is further evidenced by our robust commercial corridor assessment value—currently among the top third of Toronto BIAs—and our consistent prioritization of placemaking through both infrastructure and activation.

Our most recent Streetscape Masterplan reflects extensive community consultation, urban design expertise, and alignment with the City's Complete Streets objectives. Its implementation would support climate resilience, walkability, accessibility, and economic vitality. The inclusion of BIA-generated design standards and priorities into the Streetscape Manual will allow the City to maximize the value of capital work already underway, and futureproof investments against the needs of growing communities.

The Beach BIA has demonstrated how effective public realm design can be leveraged with dynamic local programming, from seasonal activations to cultural events, that benefit not only our neighbourhood, but also contribute to the broader vitality and appeal of the city. We believe integrating BIA-led Masterplans into the City's infrastructure and development review framework is a critical next step to realize the full potential of these collaborative efforts.

We commend Councillor Moise and Councillor Carroll for championing this motion and urge City Council to adopt MM32.11.

Sincerely,

Russell Ward
Chair, Board of Directors
The Beach Business Improvement Area