



July 22, 2025

Councillors Chris Moise, Shelley Carroll and Lily Cheng
100 Queen Street West, 2nd Floor
Toronto, ON M5H 2N2

RE: MM32.11 – Implementation Strategy for Business Improvement Area Streetscape Master Plans

Dear Honourable Mayor Chow and Members of City of Toronto Council:

The Yonge North York BIA recently received approval for our Public Realm Master Plan found online at yongenorthyork.com/masterplan. The process involved engaging an award winning firm and a 1.5 year commitment of resident and worker surveys, public consultation and pop ups, BIA Public Realm Committee input, revisions, and conversation with our Board. This plan was completed with support through the City's BIA Office including circulations to city departments.

The Yonge North York BIA supports a City effort to include consideration for the unique BIA Streetscape Master Plans Public Realm Strategies created by many BIAs for their district into the Toronto Streetscape Manual. Also, incorporating reference to BIA Master Plans into transportation, capital projects and planning will help maximize cost savings, time efficiencies and opportunities during design processes. This will benefit the city and its residents through commitment and partnership with BIAs to:

1. Support the implementation of BIA Master Plans to create unique and distinct public realms that reflect the main street fabric of each district across Toronto.
2. Encourage private-public investment with BIAs in capital cost-shared projects that elevate the city's commercial main street districts.
3. Protect local investments of the BIAs and City in BIA Master Plan projects during developments.
4. Exercise BIA's hyper local knowledge and expertise in their main street districts.

The Yonge North York BIA is committed to creating a vibrant district for residents, visitors and employees to work, live and play. Our Master Plan will ensure quality streetscaping and amenities that build a strong main street community and local economy in our district.

We look forward to continuing to partner with the City of Toronto and BIA Office on the implementation of BIA Master Plans. If you have any questions or would like to discuss further, feel free to contact our Executive Director, Laura Burnham at l.burnham@yongenorthyork.com.

Kind regards,

Care of:

Laura Burnham, Executive Director
On behalf of the Board of Directors and Public Realm Committee

