



Bloor Street Transformation Project

Quarterly Update
February 2008 Edition

Welcome to the First Bloor Street Transformation Project Update

Our new quarterly newsletter will keep you up to date on key developments in the Bloor Street Transformation Project. Please read it and pass it on to anyone who might be interested.

For more information, please visit www.bloor-yorkville.com or email your questions to bybia@bloor-yorkville.com

WHAT'S HAPPENING?

As part of a continued effort to enhance the neighbourhood, the Bloor-Yorkville BIA has designed an exciting project to completely transform Bloor-Yorkville. The Bloor Street corridor, from Church Street to the east, and Avenue Road to the west, will undergo a major transformation over the next couple years.

The new Bloor Street will boast extensive tree plantings, widened sidewalks and elegant granite. The corridor will be reshaped by cutting edge architecture and lush landscaping.

An art component will be included, as part of an international competition, specifically created for Bloor Street.

The result will be a vibrant commercial street, which is pedestrian friendly and provides a stimulating oasis. Bloor Street will re-brand itself by looking to the future, as well as the past. In doing so, it will establish itself as one of the most exciting streets in the world!



WHAT'S BEEN DONE?

Canada's premier fashion district is getting a make over! Official plans for the Bloor Street Transformation Project have been finalized and work is expected to begin in Spring 2008.

To facilitate better pedestrian and automotive traffic throughout the Transformation, the Bloor Street corridor has been divided into two sections. The area between Church Street and Yonge Street will be the first to receive upgrades. Upon completion of that section in early 2009, construction between Yonge Street and Avenue Road will commence.

The tendering process to select a construction company for the Transformation Project will begin in early February 2008. The process is expected to take approximately six weeks and a winner will be announced in April 2008.

TRANSFORMATION TIMELINE

February 2008 — Completion of the City of Toronto's watermain upgrades along Bloor Street

May 2008 — Construction is expected to commence in the east section (East of Yonge Street)

January 2009 — Construction is expected to commence in the west section (West of Yonge Street)

BLOOR YORKVILLE

BEFORE AND AFTER

Bloor Street is well known for its world class retail stores and shopping experiences. Upon completion of the upgrades to the city's premier fashion corridor, Bloor Street will be established as one of the most exciting streets in Toronto and a must-see destination for visitors.



To the left is a rendering of the Avenue Road and Bloor Street intersection. Seasonal flower beds will decorate the sidewalks after the Transformation is complete.

To the right is a rendering of the Yonge Street and Bloor Street intersection. After the Bloor Street Transformation Project, pedestrians will enjoy walking along widened sidewalks.



Bloor Street Transformation Business Improvement Area



