



# Bloor Street Transformation Project

Quarterly Update  
July 2008 Edition

## Welcome to the Second Bloor Street Transformation Project Update

Our 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](http://www.bloor-yorkville.com) or email your questions to [bybia@bloor-yorkville.com](mailto:bybia@bloor-yorkville.com)

## Bloor Street Transformation Project Launches in Style



From left to right, Peter Clewes, architectsAlliance, Mayor David Miller, Jon Love, Kingsett Capital, Councillor Kyle Rae, Doug Jure, Bloor-Yorkville BIA Chair and Bob Saunderson, BIA Director, ceremoniously plant a London Plane Tree, one of 138 to be included in the project.

On July 9th, the Bloor-Yorkville Business Improvement Area (BIA) officially kicked off the start of the Bloor Street Transformation Project with an event that attracted much of the Bloor-Yorkville community out to celebrate.

Bloor Street business owners and shoppers gathered on the corner of Bay and Bloor Streets to hear speeches made by Mayor David Miller, Councillor Kyle Rae, Bloor-Yorkville BIA Chair Doug Jure, Architect Peter Clewes, BIA Director Bob Saunderson and Bloor Street business owner Jon Love.

In addition, the audience was entertained by a Dixieland band, a ceremonial tree planting and enjoyed cake and other refreshments while learning about the upgrades scheduled for one of Toronto's busiest streetscapes.

Mayor David Miller described the project as a partnership between the City of Toronto and the BIA and described his excitement about the long awaited launch by saying, "The transformation of Bloor Street is an example of how we are working to make the city more liveable while creating attractive visitor destinations."

During his speech, Councillor Kyle Rae noted that, "Bloor Street is already known as one of Toronto's premiere shopping districts. This project will enhance the Bloor Street corridor and make it an even more welcoming and exciting public space. It will be a great asset to the City of Toronto."

Upon completion of the Bloor Street Transformation Project, Bloor Street will be comparable to the likes of Rodeo Drive in Beverly Hills, Fifth Avenue in New York and the Magnificent Mile in Chicago.

To the right, a Dixieland band entertains the audience.





## Bloor Street Looks to the Future

The Bloor Street Transformation Project is a project designed by the Bloor-Yorkville Business Improvement Area that will transform the corridor of Bloor Street between St. Paul's Square and Avenue Road.



Bloor Street East 2009



Bloor Street West 2010

### The BSTP will include improvements to Bloor Street such as:

- Widened granite sidewalks to ease pedestrian traffic
- 138 London Plane trees in sustainable soil cells
- Seasonal shrubs and flowers planted in raised beds
- New surface mounted up-lighting fixtures and street furnishings
- Public art installation
- A full road reconstruction

### TRANSFORMATION TIMELINE

**July 14, 2008** — Construction begins on Bloor East between Yonge Street and St. Paul's Square

**December 31, 2008** — Construction is expected to finish on Bloor East

**January 1, 2009** — Construction is expected to begin on Bloor West between Yonge Street and Avenue Road

**Spring 2009**—Tree planting along Bloor East

**Fall 2009** — Construction is expected to finish on Bloor West

**Spring 2010**—Tree planting along Bloor West

