

## Who's New

**Hugo Boss**  
101 Bloor Street West  
416-925-2677

**L5F2 Maki's Sushi**  
836 Yonge Street  
647-435-4621

**Scher Professional Law Corporation**  
69 Bloor Street East  
416-515-9686

**Pizzaio**  
834 Yonge Street  
416-323-3456

**Mood Lounge**  
120 Cumberland Street  
416-962-6922

**Wind Mobile**  
50 Bloor Street West  
Holt Renfrew Centre  
647-260-1393

**King And I Karaoke**  
836 Yonge Street  
2nd Floor  
416-966-5464

**Ciao Wine Bar**  
133 Yorkville Avenue  
416-925-2143

**Chimichanga**  
70 Yorkville Avenue  
416-546-1246

**Rimowa**  
101 Bloor Street East  
(entrance on St. Thomas Street)  
416-922-2644

If you are new to the area, or have recently changed locations, please call (416) 928-3553 x 27 or email us at [biamember@bloor-yorkville.com](mailto:biamember@bloor-yorkville.com) to be included in our next Newsletter.

## 311 SERVICE IN THE CITY OF TORONTO

Many of the services that the City of Toronto offers can now be reached through the new 311 phone system. Those pertaining to Bloor-Yorkville businesses include:

City Hall  
Garbage Collection/Litter Hotline  
Graffiti  
Noise Control  
Sidewalk Maintenance  
Vending Enforcement  
And much more!

For a full list of services, please visit <http://www.toronto.ca/311/index.htm>

## EXHIBITS, EVENTS & CELEBRATIONS

### Bata Shoe Museum

327 Bloor St W • 416-979-7799  
[www.batashoemuseum.ca](http://www.batashoemuseum.ca)

#### Thierry Agnone – Paper Glamour

Until March 31, 2010, join us at the Bata Shoe Museum for a unique and captivating 'snapshot' exhibition of delicate paper shoe sculptures by French artist, Thierry Agnone. Fresh yet complex, these art pieces are sure to delight visitors, capturing shoes at their most exquisite.

### Nike Store Bloor-Yorkville

110 Bloor St W • 416-731-3336  
[www.nikeplus.com](http://www.nikeplus.com)

#### Toronto Runner's Nike Lounge

Join runners of all levels, at the Nike Runner's Lounge, for various running clinics and activities! Come and try out the regular Thursday night 'Run Club' at 6pm, where runners of all levels meet to run 3, 5 and 7 K - your choice, your pace. The Run Club experience includes pre-run warm-ups, group-led runs, and post-run refuelling station. Other lounge offerings include: Built to Run, Stretch to Run, Rock to Run, Learn to Run and Open Run. Come out and have fun, meet new people, and get a great workout at the same time.

### Royal Ontario Museum

100 Queen's Park • 416-586-5549  
[www.rom.on.ca](http://www.rom.on.ca)

#### Kings of Punjab

On display until March 28, 2010. The Sir Christopher Ondaatje South Asian Gallery hosts a special temporary display of two life-size portraits of historical kings of the state of Punjab in north-western India. Hanging in the "Home & the World" section, the oil-on-canvas paintings by established portrait artist Manu Kaur Saluja offer contemporary imaginings of two significant historical figures.

#### East Asian Paintings & Prints: Recent Acquisitions

On display until July 4, 2010. See over 40 never-before-seen historical and contemporary artworks from Korea, China and Japan, acquired by the ROM in the past 12 years through carefully considered gifts and purchases.

#### Canadian Content: Portraits by Nigel Dickson

Until March 21, 2010, Discover Nigel Dickson, an award-winning photographer. Presented by the Institute for Contemporary Culture, Dickson brings a remarkable selection of arresting, insightful photographs of famous Canadians.

### Gardiner Museum

111 Queen's Park • 416-586-8080  
[www.gardinermuseum.on.ca](http://www.gardinermuseum.on.ca)

#### From the Melting Pot into the Fire: Contemporary Ceramics in Israel

On display from February 4 - May 9, 2010. From the Melting Pot into the Fire provides fresh and intensely personal perspectives on contemporary life and art in Israel and features 37 works of art that were originally shown in 2007 as part of the Fourth Biennale for Israeli Ceramics at the Eretz Israel Museum in Tel Aviv. The exhibition features works that are highly conceptual, and address complex issues involving questions of identity, and the uncertainty of life in contemporary Israel.

#### Family Matters: Love, Marriage and Maiolica in the Italian Renaissance

On display from January 18 – July 4, 2010. This exhibition of Italian maiolica (brightly painted, tin-glazed earthenware produced in Renaissance Italy), reveals their significance in gender, family relationships, courtship, marriage and birth rituals in Renaissance Italy.

## TO LIST YOUR EVENT, PLEASE CALL 416-928-3553, EXT. 21

# CALL ME

Important numbers to keep at your fingertips...

EMERGENCY	9-1-1
BIA Maintenance Contractor	416-231-8776
City Hall	3-1-1
City By-law Enforcement	416-392-7560
City By-law Enforcement email:	<a href="mailto:mlstorontoeast@toronto.ca">mlstorontoeast@toronto.ca</a>
Garbage Collection & Complaints	3-1-1
Garbage/Litter Hotline	3-1-1
Graffiti	3-1-1
Noise Control	3-1-1
Parking Enforcement, Radio Dispatch	416-808-2222 x3-1-1
Parks Maintenance	416-392-1111
Police - Non-Emergency	416-808-2222
Sidewalk Maintenance	3-1-1
Homelessness/Panhandling	416-397-4432
Vending Enforcement	3-1-1
Yonge-Bloor-Bay Association	416-922-4211

### BLOOR-YORKVILLE NEWS

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The Board of Management meets on the last Wednesday of every month with the exception of December. Members (due to space limitations, one representative per business) may attend these meetings beginning at 8:30 am. Please register to obtain the meeting agenda and location at: [bybia@bloor-yorkville.com](mailto:bybia@bloor-yorkville.com) or 416-928-3553 x 21.



# NEWS



WINTER 2010 ISSUE

A PUBLICATION OF THE BLOOR-YORKVILLE BIA

## ICEFEST 2010 READY TO ROCK!

OH Canada!! The Bloor-Yorkville neighbourhood will celebrate winter's creative side with its 5TH Annual IceFest. This year's theme is CANADIANA. Come to celebrate all the things that make our country great! Beavers, moose, geese and bears will all be reproduced in ice carvings during this very special event. The Bloor-Yorkville IceFest will be held on February 18th-21st, in and around the Village of Yorkville Park, as well as throughout the Bloor-Yorkville area.

Fundraising proceeds will go towards the Heart and Stroke Foundation.

The public is invited to stroll through the neighbourhood to admire the many creative and awe-inspiring ice sculptures, and to watch professional ice carvers face off in the 10th annual Sassafras Ice Carving Competition! Last year, there were over 35 ice sculptures, and the estimated attendance was over 16,000! This year, we are expecting a record number of people to attend IceFest. We are expanding the festivities with an exciting schedule of activities for all ages.

A street closure of Cumberland Street will be in effect (between Bellair Street & Old York Lane) for Saturday and Sunday afternoon (February 20-21).

Many thanks go out to our wonderful sponsors, without whom, events such as IceFest would never be possible!

For more information on IceFest events, please contact Rick Kaczmarek, Marketing Manager at the BIA at 416-928-3553 x 24 or email: [marketing@bloor-yorkville.com](mailto:marketing@bloor-yorkville.com).

Gold sponsors:

# HOLT RENFREW

50 BLOOR STREET WEST (416) 922-2333 [HOLTRENFREW.COM](http://HOLTRENFREW.COM)

Silver sponsors:



## CALENDAR OF EVENTS IN BLOOR-YORKVILLE FOR 2010

Come out and see what Bloor-Yorkville has to offer in the coming months! From family events to charitable causes, and everything in between, there is surely something for everyone to enjoy in 2010.

Plan on participating by contacting Michael Bozzer at: 416-928-3553 x27, or email at [biamember@bloor-yorkville.com](mailto:biamember@bloor-yorkville.com) for more information on any event in Toronto's liveliest neighbourhood!

### Mark these dates on your schedules:

IceFest	February 18 - 21, 2010
Art of the Barrel	May 2010
Hot Docs	May 2010
Toronto Taste	June 13, 2010
Summer Music in the Park	July 1 - September 19, 2010
Yorkville Exotic Car Show	July 10, 2010
Planet in Focus	
International Environmental Film & Video Festival	October 20 - 24, 2010
Beautylicious	October 27-November 6, 2010
Holiday Magic	November - January, 2011

## ICEFEST KICKS OFF WITH ICENITE

YONGE - BLOOR - BAY BUSINESS ASSOCIATION



On Thursday, February 18, 2010, join us for the Launch event for our IceFest Spectacle! Visit the Sutton Place Hotel at 955 Bay Street from 5:30 - 8:00 pm for music, food and drinks, as well as our traditional silent auction, which always has great items up for bid from our local businesses!

Door prizes will also be available.

For more information, please contact the YBB office at [info@ybba.org](mailto:info@ybba.org) or call at 416-922-4211



**HOLIDAY MAGIC LIGHTS UP  
BLOOR-YORKVILLE ON  
NOVEMBER 21**

The Village of Yorkville Park lit up on Saturday, November 21st! The evening, which was full of fire and acrobatic dance moves, kicked off with a wild circus performance by A2D2 of "Old Man Winter and his Fantastical Friends".

Special guests to "Flick the Switch" on our awesome lighting display were Zaib Shaikh, star of CBC's international hit comedy, Little Mosque on the Prairie, and Erin Karpluk, the star of the CBC hit Being Erica.

Whole Foods helped keep everybody warm by offering free apple cider and gingerbread cookies. Many visitors came to catch the holiday spirit.

Over 25 businesses had ballots available for shoppers to fill out to win any one of four great prizes.

In addition, nearly 20 more retailers held special sales and promotions during the Holiday Magic event, which ran from November 11th until December 14th!

Congratulations to our prize winners and a very special thanks to those businesses who donated gifts and participated in the prize ballot portion of our promotion.



**BLOOR-YORKVILLE BIA  
IS NOW ON FACEBOOK**

Check us out on Facebook for up-to-the-minute updates and current event listings! Just use your search tool and type in Bloor-Yorkville Business Improvement Area, and look for our 25th Anniversary logo!

Join today to know what's going on in your neighbourhood!



**BLOOR-YORKVILLE PRESENTS  
ART OF THE BARREL**

The Bloor-Yorkville BIA is proud to announce that we are a presenting sponsor of the Casey House Art of the Barrel event coming to Bloor-Yorkville in May 2010.

Art of the Barrel is an innovative and collaborative fundraising venture benefitting Casey House, and the Ontario College of Art and Design (OCAD), which unites contemporary art and the historical art of winemaking, in support of two very worthy causes. Our goals are to raise awareness for emerging Canadian contemporary artists, and to support people living with HIV/AIDS.

The contemporary art produced will be a permanent and lasting display piece for sponsors and other art collectors.

Mark S. Bonham, a leading supporter of Casey House and the former owner of Stoney Ridge Estate Winery, is the driving force behind this novel initiative. Bonham & Co. Inc. Asset Management has donated the oak wine barrels for transformation into contemporary works of art by competing fourth year students at OCAD.

By joining this event as a sponsor, you'll gain access to ownership of one of these unique pieces of contemporary art.



**SPONSORSHIP LEVELS:**

**Collecting Sponsor \$10,000**

- Prominent logo placement in all print advertising, programs, websites, and more
- ½ page advertisement in the event program
- Ownership of a selected Barrel Art
- Display in place of business
- Sponsor/Logo recognition/signage at public venues
- 4 complimentary tickets(\$300 value) and brand presence at Launch Reception, and Grand Finale & Auction

**Exhibiting Sponsor \$5,000**

- Logo recognition on the back cover of Launch Reception, and Grand Finale & Auction program
- ¼ page advertisement in the event program
- Sponsor signage at Launch Reception and Grand Finale
- Sponsor/Logo recognition/signage at public venues
- 2 complimentary tickets(\$150 value) at Launch Reception, and Grand Finale & Auction

**Patron Sponsor \$2,500**

- Name recognition in the Launch Reception, and Grand Finale & Auction Programs
- Placement in the sponsor recognition page of the programme
- 1 complimentary ticket(\$75 value) at Launch Reception, and Grand Finale & Auction

Please contact David Gilmer, Chief Development Officer at Casey House, 416-962-4040 x230 or by email at [dgilmer@caseyhouse.on.ca](mailto:dgilmer@caseyhouse.on.ca)



CASEY HOUSE

**BLOOR-YORKVILLE DEVELOPMENT UPDATE**

**Existing Four Seasons Redevelopment Proposal:**

The current redevelopment proposal for the existing Four Seasons Hotel at 21 Avenue Rd. is before the Ontario Municipal Board (OMB), with a hearing scheduled for two weeks, beginning on March 22, 2010. The existing Four Seasons Hotel would be demolished to allow for the redevelopment, which includes two residential towers, with a retail component at grade.

The proposed south tower will be located at Cumberland St. and Avenue Rd., and is 40 storeys (143 metres) in height, while the North Tower, located at Yorkville St. and Avenue Rd., is proposed at 28 storeys (97 metres) in height. To put that into context, the existing tower is 99 meters in height. The south tower has a floorplate size of approximately 960 square metres, while the Yorkville Ave. (north tower) has a floorplate size of over 1,000 square metres (20m x 52m). A small parkette, approximately 300 square metres, is proposed for Yorkville Ave., at the most eastern section of the site. A compromise is being worked on between the City Planning Department and the developer. For additional details, the City Staff Report can be viewed on the City website at following address: <http://www.toronto.ca/legdocs/2010/agendas/te.htm>

**BLOOR STREET  
TRANSFORMATION PROJECT**



**Yonge Street to Church Street**

Installation of metal tree pit grates is still pending, due to product manufacturing issues. Exterior lighting will be installed in the next month. Some outstanding granite work, on the north side at Church and Bloor, and on the south side at 33 and 81 Bloor Street East, is due to the work required on the hydro vaults. Toronto Hydro has not provided any anticipated dates for the start of this work.

**Yonge Street to Avenue Road:**

Phase 2 work began on Monday, January 11. The City's Contractor commenced installing new catch basins and water mains in the roadway, on the south side of Bloor between Bay and Avenue Road in order to accommodate the widened sidewalks. They will also be excavating for and pouring new light standard bases on the boulevard on the south side of Bloor between Yonge and Avenue Road. This work will take about three to four weeks on the south side, and then the contractor will repeat this operation on the north side of Bloor. The majority of this work will take place in the curb lane, and no major work will commence on the sidewalks until approximately mid-March.

Please Note – These construction schedules have been provided to us by the City and their contractor. Given the extent and complexity of the project, changes to the schedule may occur.

**COMMERCIAL FACADE  
IMPROVEMENT GRANT**

Does your storefront need a facelift? The City of Toronto is offering an incentive for business and property owners to upgrade their storefronts, through the Commercial Façade Improvement Program. The program, which is administered by the City's Economic Development Office, provides funding for 50% of the cost of eligible improvements to commercial building façades. Based on the lowest contractor estimates, submitted with the application, the maximum grant for non-corner properties is \$10,000, and \$12,500 for corner properties. Improvements may include: restoration, wheelchair accessibility, doors, signage, windows, lighting, masonry, etc.

The application forms for 2010 will be posted on the web site in February([http://www.toronto.ca/bia/financial\\_incentive\\_programs.htm#1](http://www.toronto.ca/bia/financial_incentive_programs.htm#1)). If you have specific questions please contact George Wheeler, at the City (Tel: 416-392-1820 or Email: [gwheeler@toronto.ca](mailto:gwheeler@toronto.ca)).

This program is distributed on a first-come first-serve basis, for as long as the funds are available. If you do participate in the program, please notify our office and we will feature your improvements in an edition of the Newsletter.

**BLOOR STREET IN BLOOM**

The stage is being set for a spectacular spring bloom on Bloor Street East. Our landscaping consultants have created a "Byzantine Tapestry" to showcase an array of colourful tulips and pansies. The newly built planters have had 10,000 tulip bulbs already planted. Summer plantings will follow, and will be just as spectacular.



**A Special Thanks to our Winter  
Basket Program Sponsors**

We would like to sincerely thank the following contributors for their generous donations to the Bloor-Yorkville Winter Basket Program. Sponsorships such as these are very important and much appreciated. Keeping the Bloor-Yorkville area an attractive, colourful neighbourhood benefits all businesses and residents.

- 112-114 Yorkville Avenue
- 1166 Bay Street- MTCC555
- Allied Properties REIT
- Art of Dentistry
- Avison Young Property Management (Ontario) Inc.
- Bayfield Management Ltd.
- Bonhams
- Church of the Redeemer
- Dove Cleaners
- H&R Developments - 1235 Bay REIT
- The Prince Arthur
- PM Property Management
- Renaissance Court
- RHSL Corporation
- Samuel Kolber
- Seniority Investments Ltd.
- Torindo Ltd.

**Snow Clearing Rules and Tips**

In much of Toronto, the City provides mechanical sidewalk snow clearing, but in some parts of Toronto, (mainly the core area), the City is unable to provide this service.

The City requires that all property owners in downtown areas clear the ice and snow from sidewalks adjacent to their properties within 12 hours of a snowfall. Clearing the ice and snow from the sidewalk in front of your building will make it safer for everyone.

Failure to do so could result in a fine as per city by-law 530-1999.

On Bloor Street, we request that if you plan to put any melting agents on the new granite sidewalks, please use **calcium chloride**, as it is less harmful to the granite surface, tree roots and tree pit grates. If you have any questions about Toronto's snow clearing service, call 311.

