

B SEEN ON QUEEN

It's Better in the Beach.
Shop Locally.

Summer 2008, Vol. 2, No. 1
A newsletter for Beach residents

WHAT'S INSIDE

Who's New on the Street	2
Kudos to Beach Businesses!	3
Qs & As	3
Upcoming Events	4
Giving Back to the Beach	4
Vandals Undermining the Beach	4

ON THE LOOKOUT FOR ADORABLE CRITTERS

What do you think about a big, huggable character that represents the Beach at our local festivals or at city-wide events? Would your kids or your neighbours' kids embrace such a beast? At the Family Day Festival in the Beach in February, we brought in four plush overgrown mascots who were hugged by kids of all ages, till the mascots were literally blue in the face. That got us thinking. . .

Let us know your mascot suggestion and your reason for choosing that mascot in approximately 25 words. If your idea is chosen by the judges, you could win a wonderful gift basket from Beach businesses on Queen Street E. worth hundreds of dollars. In case of duplicate suggestions, the judges will choose a name at random from all the same suggestions.

Email your idea by July 31 to execdirector@beachbia.com (Or submit your idea to the suggestion box at the Beaches Branch library.) Include your name, address, phone number, email address, age, and mascot suggestion. Limit of one entry per person.



The inside of Glitter Pie at 1789 Queen St. E. is eye candy. Pie proprietor and creative director, Tiffany Pratt, is helping bring back colour to the Beach.

LOCAL COLOUR

Like a blushing bride or the inside of the new Glitter Pie store (see description on page 2) colour is returning to the Beach. A few decades ago, the area had a reputation for being funky or bohemian. We are steadily getting our groove back, wall by wall, business by business.

The BIA's first transformation was the splashy mural on the IGA wall entitled "Beach Got Rhythm" designed by Beach artist, Rudolf Stussi. Next was the Bell Utility Box project in which 19 talented students from Rosedale Heights School of the Arts, Monarch Park and Malvern Collegiate brought 12 boxes to life in the neighbourhood.

Area high school students like Madeleine from Monarch Park make Bell utility boxes colourful and lively



Mural at Queen and Wineva

The next project will be a mural at Wineva just south of Queen on the Subway storefront, which will recognize the historical amusement parks that used to grace our waterfront. Our judges will select the best from what promises to be an array of fine artists. Like the previous mural, Beach residents will have an opportunity to be part of and contribute to this historical mural. Watch for more info in the coming months.

CELEBRATE THE BEACH

Returns with the
Come-back to the Beach Reunion
Saturday, September 27

www.BeachBIA.com for more info



BEACH
Business Improvement Area

Please share this newsletter with friends and family

WHO'S NEW ON QUEEN STREET E

You won't believe all the wonderful new stores and restaurants that have opened recently. We now have oodles of places for mighty fine dining, freshly baked bread, specialty stores, fabulous services, delicious groceries. Have a look!



Hymie, chef from Amuse, produces concoctions in the open kitchen

Amuse at 1975A Queen E. Enjoy fine dining with a casual feel in intimate dining rooms. Wines sourced from boutique wineries compliment gourmet meals as chefs work with an artisan cheese maker and local farmers to create exciting new dishes. Call to participate in their ongoing series of wine and cheese tastings. 416-694-0004.

Beaches Family Practice at 116 Glen Manor Dr. A small-town practice in a big town, committed to providing comprehensive and quality medical care. Specialists include: Allergist, Cardiologist, Geriatrics, Gynaecologist, Internist, Neurologist, Nutritionist and Rheumatologist. Walk in or call for an appointment. 416-698-0999.

Beach Impression at 2219 Queen E. Tired of all that spam in your inbox? Stop by and find out how to eliminate it! Your one-stop shop for full computer service and support including data recovery, virus removal, imaging supply, personalized printing and fine gifts. 416-855-0103.

BeachMac at 2196 Queen E. Now offers in-store tech support for your Mac. Stop by or give them a call to find out about upcoming software courses, to help you get the most out of your computer. Great selection of Macs, Mac peripherals, iPods and accessories. Apple Authorized Service Centre. 416-849-0649.

Café Florentin at 2010 Queen E. This Italian, Mediterranean-inspired bakery offers fresh artisan breads, baked right on the premises. All kinds including Jewish challah, whole wheat, and garlic confit with rosemary. They also create a delightful array of pastries and fresh gourmet sandwiches. Baked goods are complimented by an amazing menu of organic Italian boutique coffee. 647-341-2936.

Caribbean Foods Tropical Groceries at 2186 Queen E. A delicious assortment of Caribbean groceries including famous Blue Mountain Coffee. Stay a while and enjoy a coffee, espresso or cappuccino in the lounge while learning the health benefits of detoxifying water. Bring in your own bottle and enjoy a free sample. 416-693-6600.

East on Queen at 2066 Queen E. Whether it's drinks in the lounge or a full course dinner you'll appreciate the sophisticated, relaxing ambience of this truly unique restaurant. Resident DJ's spinning the latest vibe will keep you stirring all evening. 416-699-3278.

Easy Access Laundry Service at 2182 Queen E. Laundry service for your busy lifestyle. Easy Access offers everything from wash and fold to pick up and delivery. They also offer cleaning services on everything from comforters and rugs, to upholstery and hockey equipment! 416-792-6236.

Galactic Hero's at 2227 Queen E. A comic, collectible and toy store specializing in new and vintage collectibles, toys, statues, busts and movie replicas as well as trading cards and games. More new and exciting items arriving every week. 416-686-5244.

Gallery Delisle Ltd. at 2239 Queen E. Consume a visual feast at Gallery Delisle. Art is food for the soul. Specializing in impressionistic fine art and sculpture - something for everyone. Art shown by artists from around North America. Services include: art consultation, art rentals and private art purchase and sales for art investors and private collectors. 647-341-6356.

Glitter Pie at 1789 Queen E. An art studio for kids of all ages. Engage your imagination and explore your creativity. Classes for various ages from two up or book an original art party. Custom made classes, too. 647-435-6235.

HSBC Bank Canada 1847 Queen E. A full-service financial provider, offering personal and commercial banking services including mortgages, investments, mutual funds, self-directed investing, full-service brokerage and private client services. 416-694-4887.

Hudson Blooms at 2230 Queen E. Filled with beautiful, fresh, quality flowers, which are sure to brighten any day. Choose a pre-made arrangement or create your own, from a huge variety of gorgeous blooms. Keep your favorite flowers all year round, with vibrant floral pictures taken by an award-winning photographer. 416-850-7848.

Ivory Parade at 2096 Queen E. Your one-stop shop for greeting cards for every occasion. A gift emporium with lots of cool handbags, jewellery, cards and paper products. Don't forget to sign the guest book on your way out, so you can stay informed of specials and promotions. 416-699-2626.

Jane Hall Design at 2156 Queen E. Time to redecorate? Introducing full interior design and renovation services provided by colour guru, Jane Hall. You'll be inspired by her store filled with furnishings and accessories created with vibrant, exotic hand-painted fabrics. 416-691-8080.

Kew Gardens Health Group at 2181 Queen E. Offering a full range of services for your health and wellness, including Chiropractic, Osteopathy, Physiotherapy, Naturopathy and Massage Therapy. Better health could be just around the corner! 416-907-0103.

Kimberley Jackson at 1854 Queen E. An imaginative use of salvaged materials to build fine furniture and accessories. Each piece is unique and rich with history. Hand crafted items range from wooden serving trays and candle holders, to dining room sets and cabinets. 416-690-8787.

Lapin Cálín at 1918 Queen St. E. Whether you're looking for a unique gift idea or something for your own children, this charming shop is the perfect place to look. They specialize in organic cotton, free trade clothing for children up to 6 years of age. Shop from over 35 brands of clothes, wooden toys, accessories and cards. 416-690-1918.

Soup*Noodles Pub at 2222 Queen E. Finally, a restaurant where you can see what the food will look like before it comes to your table! Check out the mouth watering display of dishes in the window (and no... they're not real!) Then head inside to enjoy authentic, healthy Korean food for breakfast, lunch or dinner at great prices. 416-691-6260.

KUDOS TO BEACH BUSINESSES!

Tails at 1953 Queen E. Not your average pet shop. Sign up for the next Puppy Party where puppies can play and owners can chat about their issues, concerns and experiences. Or stay a while and enjoy a book in the cozy library area. Tails caters to pets and pet lovers with carefully selected pet food, supplies and accessories with small animals, fish, reptiles and birds, for sale. 647-436-2529.

Tea Emporium at 1920 Queen E. So many teas so little time! This tea boutique offers a huge variety of teas. To help you find your favorites try the tea bar with new tastings every day. Unique accessories like decorated sugar cubes and stylish tea sets make excellent gift ideas. 416-698-8378.

Tex Mex Connection at 1959 Queen E. Open for breakfast, lunch and dinner, Tex Mex Connection prepares Fresh Mexican food that's full of flavour. Free delivery and take-out. 416-691-2999.



Vernissage's stately exterior

Vernissage Jewellery at 2211 Queen E. Feel free to drop by or call to book a consultation for custom designs in platinum, gold and silver. A family-run business featuring jeweler, Pepe, who has been creating for over 32 years. 416-693-1141.

Walking on a Cloud at 2010A Queen E. Offers style and comfort with over 40 brands of quality shoes. Vast selections of mens and womens shoes are available in stock in a variety of sizes and widths to provide the perfect fit for almost any foot. Their knowledgeable staff is ready to help you find the right shoe to experience walking on a cloud. 416-690-6286.

Yoshi's Sweets at 2359 Queen E. Have a seat in the sun or enjoy the shade inside this chic new café. Enjoy delectable handmade sweets, baked on site with all natural ingredients and organic bird-friendly free-trade coffee. A healthier way to satisfy your sweet tooth. 416-907-9663.

And watch for the opening of **Brick Street Bakery** at 1969 Queen E.

Kudo: a statement of praise or approval

They are recognized everywhere for their fine work.

Colour rules

Our own lovely and colourful Jane Hall, of **Jane Hall Designs** (2156 Queen E.), was one featured in *Mille Femmes*, a monumental photo exhibition in BCE Place by French artist, Pierre Maraval which displayed portraits of 1,000 creative Toronto women from all fields of the arts and culture as part of the City of Toronto's Luminato event in June.

Jubilant Jane will appear in an upcoming segment on HGTV called "The Decorating Adventures of Ambrose Price." The series is about a small-town decorating-enthusiast who moves to the big city to go behind the scenes of various design/décor related professions and industries. Ambrose will hang out with Jane for a few hours, to see how she approaches designing/decorating/transforming interior spaces.



Jane Hall, colourful and talented

Young ...and talented

David Salter, of **Balsam Restaurant** (2343 Queen E.), has been named to the "Top 30 Under 30" by the Ontario Hospitality Institute. He received his award at a ceremony in late March. A lifelong, Beach resident, he is making a name for himself and his business partners at the restaurant.

Beautiful, cool wedding

Amber and Jeff Richman from **Cool Green & Shady** (2012A Queen St. E.) had their wedding featured in *Weddingbells* in the Spring 2008 magazine. The article explored all aspects of the wedding and highlighted their flowers which were a beautiful mix of Lily of the Valley, Peonies, Viburnum, and Tulips. This local Beach flower shop is becoming a trendsetter in the wedding industry.

Spotlight on kids

Kids At Home (2086 Queen East) has been invited to participate in the Junior League of Toronto's Designer Showhouse, at McLean House from May 5-31, 2009. It's an honour to be recognized as one of Toronto's premier children's furniture and accessory boutiques with specialty design services for children's spaces. The event will be featured in the Sept 2009 issue of *House and Home* magazine.

A most Amuse-ing review

Amuse Restaurant (1975A Queen E.) is the "Hot Spot" review in the August issue of *Toronto Life*, due out the end of July. This restaurant has been creating a buzz since it opened, with its gourmet local cuisine and fine wine and cheese tastings.

Qs & As

Q: What happened to the Street Signs???

A: Back in 2006, we had that infamous vote: Beach or Beaches? Voters preferred Beach. However, the City began an initiative to redesign Street Signs and Street Furniture for the entire City. To date the City is still working on tendering, purchasing and all those fun things. Street signs may not even arrive in 2008. Meanwhile, at least we have decided what will be on our street signs, if and when...

Q: Can I get involved with the BIA?

A. Absolutely. We need volunteers to make our BIA and our community as successful as possible. We have a volunteer Board that devotes at least three to five hours a month on our concerns. We also have volunteer opportunities in marketing, special events, urban design/streetscape, business liaison – and one on the way – mascot costume wearing! (see article on cover). If you want to get more involved in your community, we'd like to hear from you. Contact info is on the bottom of page 4.



2008- HERE'S WHAT'S HAPPENING IN THE BEACH

Savour the food, relax with a cool one in an outdoor café, discover amazing shops, walk the Boardwalk and enjoy these great events!

JULY

- 12&13 Heatwave Beach Volleyball at Ashbridge's Bay
- 18-20 Beaches Jazz Workshops
www.beachesjazz.com
- 24-26 Beaches Jazz Festival Street Fest from Woodbine to Beech Ave.
- 24-26 Beach BIA Sidewalk Sale, 2 km stretch from west of Woodbine to Neville Park
- 26&27 Beaches Jazz Festival Main Stage in Kew Gardens
- 27 Beaches Jazz Festival Run, Boardwalk

AUGUST

Time to check out the new businesses in the Beach and support your old faves!

SEPTEMBER

- 7 Beach Awareness Concert at Kew Gardens Park , 1-6 p.m.
www.blina.net
- 13 5th Annual Celtic Festival, noon-7 p.m., Kew Gardens,
www.thebeachcelticfestival.com
- 14 Terry Fox Run for Cancer, 9 a.m., E. of Woodbine Beach Change House www.terryfoxrun.org
- 27 Celebrate the Beach Festival and Sidewalk Sale. "Come back to the Beach"- a reunion for all!! From west of Woodbine to Neville Park. Noon – 6 p.m. See www.BeachBIA.com
- 28 Scotiabank Toronto Waterfront Marathon Neighbourhood Challenge, by Coxwell and Lakeshore, between 8 a.m. and 1:45 p.m. Cheer on the runners!

OCTOBER

- 17-19 30th Beach Studio Tour, with approx. 22 artists and 15 locations
www.beachstudiotour.ca

www.beachbia.com (Events) or call 416 693-2242 for more information

GIVING BACK TO THE BEACH

We live and work in a beautiful community.

The cottage atmosphere and vibrant neighbourhood makes the Beach a uniquely diverse, safe and inviting place to live and work and play. The cornerstones of our neighbourhood are the hard working shopkeepers and restaurateurs at the end of your street. While many events bring in welcome tourism dollars, these business owners thrive on the support of local residents year-round who value the convenience and personal service that neighbourhood stores offer.

Recently, you may have read headlines about the state of our economy, loss of manufacturing jobs, the price of gas and big-box stores wiping out the small guy in our village communities. Sometimes it's just easier to switch the channel to something lighter. And who can blame you! Most people feel the need to slow down, take a deep cleansing breath and find balance within our busy lives. We come home to the Beach, look around and think, "What can I do anyway?"

Today's simple news is that we can make a difference in small ways within our own communities. Your dollars spent in locally owned businesses have at least three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighbourhood improvement and promote community development.

We encourage you to try a new neighbourhood restaurant, pick up locally chosen produce or freshly baked treats, shop for unique gifts or household items, have a haircut, massage or manicure, treat your pet, explore the parks and boardwalk, and introduce yourself to a new neighbour.

Our community is a place where diversity is celebrated, where our local heroes are abundant, and where people come together to make your home the best place to live in Toronto. We look forward to seeing you in the shops, on the patios, and on the boardwalk.

- Debi Kirbyson

VANDALS UNDERMINING THE BEACH

We are trying to make the Beach a more beautiful place. Beach businesses on Queen St. E. help fund these efforts from the levies that are part of their property taxes. Some of our beautification efforts include gorgeous flowers in planters along Queen Street each spring. But soon after, the vandals get to work. They come out after dark to rip out the plants and tip over the planters.

Witnesses have seen vandals destroying our planters and then walking back home, up the Beach hills, in the cover of night, to their safe, sweet homes to parents who may be oblivious to their actions. It's not as easy to see the graffiti taggers. Any form of vandalism hurts the businesses and hurts the community, even if it's only pride of place.

What can Beachers do?

If you see or hear people vandalizing the plants or planters, call 911. It's harder to catch graffiti taggers in the act, but if you do, also call 911. If you discover graffiti after the fact call 416-808-2222.

Look for the telltale signs of a graffiti tagger: it's not too hard to detect the chemical smell from markers or spray paint or even see flecks of paint on hands or clothes. Taggers are constantly perfecting their tags in notebooks. Those who use spray paint go out at night with backpacks. If you are concerned about those you know, you can contact Constable Rob McDonald at 55 Division and he'll give you his best advice.

For our part, we are *not* going to stop beautifying the Beach and we encourage all Beachers to do their part to protect our community from vandals.



Planters - before and sadly, after



B Seen on Queen is produced by the Beach BIA. Got a question? Any problems? Ideas for a future article or column? Let us know! Contact us by phone at: 416-693-BBIA (2242) | Fax: 416-693-2240 | E-mail: execdiretor@BeachBIA.com

Beach BIA Executive

Charles Cameron, Chair
Rick Gabriele, Vice-Chair
Bob Gore, Treasurer

iConsult
Commercial Property Owner
Robert Gore & Associates

Staff

Deborah Etsten

Executive Director

Beach BIA Board

Leane Besky
Sandra Bussin

State Farm Insurance
City Councillor, Beaches-
East York and Speaker,
Toronto City Council
Retired

Mike Howarth

Paul Karamat
Diane Montgomery
Michael McDonald
Lee Welbanks

Re/Max
TD Canada Trust
Telus Mobility
Invis

website: www.BeachBIA.com