

OUR STREETSCAPE VISION

By Barb DeAngelis

Our Vision: To enhance the visitor experience along Queen Street East making it distinctive and complementary to the experience of the Beach waterfront, parks, gardens and related amenities.

We have just completed an urban design/streetscape plan with a local firm, Todhunter & Associates.

- The goal of this study was to create a strategy and plan that will:
- Provide direction for enhancing the visitor experience along Queen Street, which is distinctive and yet complementary to the experience of visiting the Beach
 - Create a consistent aesthetic vision for the identity of the Beach
 - Address the interface between pedestrians, automobiles, public transportation, cyclists, parks, and the street
 - Incorporate the ideas and priorities of the Beach BIA and the community
 - Be in compliance with current regulatory and City regulations

Working with our consultant, BIA members, the community and drawing from a brainstorming workshop with them, we came up with some long and short-term recommendations. Here are some of them:

Greening our space

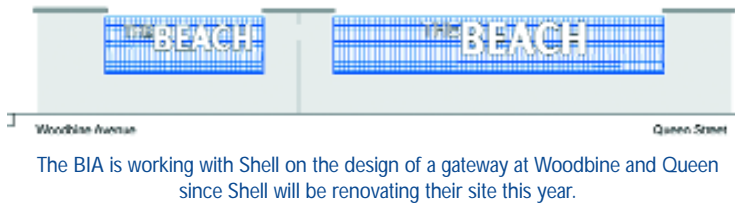
- This was the number one recommendation!
- Our plan is to develop our own 'blue' branded tree container, plant trees on blocks where there are none, and replace existing planters.
- We'll work with Toronto Parks to spruce up and beautify the frontages of Kew Gardens Park and Ivan Forrest Gardens.

Bringing a waterfront element onto Queen

The plan proposes using a shade of cerulean blue as our official colour, linking in a thematic way, Queen Street to the beachfront. Elements of blue will spread along the street, covering utility boxes, benches, planters, trash receptacles, and more. This will help to reduce the amount of visual clutter caused by unchangeable elements such as masses of hydro lines and utilities.



Last year, stores galore, including Mastermind enchanted big and little people so don't forget to Celebrate the Beach this year. It's returning bigger and better than ever. From cupcake decorating to snake charming and even charming Beach Guild artists here, there and everywhere (pictured on page 1 at the top of this newsletter and featured in item D on page 3).



The BIA is working with Shell on the design of a gateway at Woodbine and Queen since Shell will be renovating their site this year.

Gateways: branding and identifying our area at key locations

- Woodbine and Queen
- Neville Park

Additional beautification elements

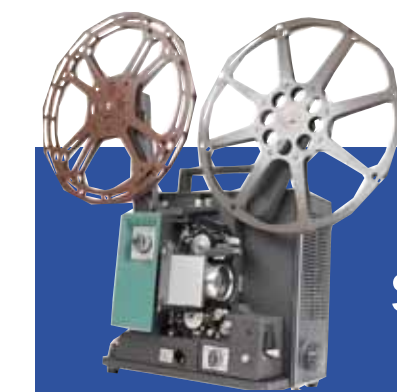
- Painted utility boxes and trash receptacles
- Custom branded tree and plant containers
- Blue warning stripes, at crossings
- Blue tree pavers (around base of tree)
- Street name plaques (in sidewalk)
- New street signs
- Murals, starting with the IGA wall
- LED lighting on distinctive/historical buildings and clusters of significant buildings

The plan, which will breathe new life into our area, will be broken down into phases. We will begin working on the implementation of some initiatives as early as this fall and hope to see significant changes over the next two years. We expect the overall plan will cover five years.



Blue LED lighting is proposed around iconic buildings such as the Firehall

We are excited about our future street and anxious to bring the drawings to life. As always, your comments, suggestions and offers to participate on projects are always welcome.



FREE MOVIE IN THE PARK SAT., SEPT. 22!

Join the Beach BIA and the new management of the Fox Theatre on Sat., Sept. 22 for a free movie in Kew Park!

Just come at 8 p.m. with your blanket or beach chairs and enjoy the "Princess Bride." Refreshments available.

GRAPPLING WITH GRAFFITI

We're fed up with graffiti. And we're not alone. We are actively involved on a committee with Community Centre 55, City staff, Police, *Beach Metro News*, a whole host of concerned citizens and Councillor Bussin's office to try and deal with and prevent the problem. The impact of graffiti is enormous on businesses and communities. Each time a wall gets defaced, the owner is responsible for removing the tag – an action that can cost hundreds of dollars. We don't want our businesses and homeowners to be spending their hard-earned dollars that way.

Is there anything you can do?

- If you have children, talk to them about graffiti. What do they think about it? Do they think it's harmless? If they don't think it's so bad, what would they think about someone defacing your own home, or *their* bedroom? Girls and boys as young as 10 have been apprehended. Of course, older youth and even adults tag walls.
- Do you think your son or daughter might be involved? Telltale signs include the obvious spray cans, large marking pens, sketch books, and paint flecks or fumes on clothing.
- Tagging often happens around 3 a.m. It's a good idea to know where your children are. Police have discovered children as young as 10 out late at night when they were supposed to be at a sleep-over or at home.
- If you have any suspicions, or see taggers in the act, you should call the Police at 416-808-2222, or 911 for emergencies. For graffiti advice and education, contact Rob McDonald, 55 Division's friendly and helpful police constable at 416-808-5579.

UP AGAINST THE (NEW AND IMPROVED) WALL

A wall can be a thing of beauty, something you take for granted or even an eyesore. Lately the wall of the IGA on the northeast side of Lee Avenue has, as many have, become the latter. Store manager, Nick Kryiakou has had it re-painted more times than he can count. It's about to get a new life. This long (approximately 100 feet), tall and complicated wall with all its recessed arches will be an exciting challenge for an experienced mural painter.

More than 35 accomplished artists from Canada and the States applied for the opportunity to paint the wall in a competition coordinated by the Beach BIA. They were given a theme of recreation in the Beach to interpret. The judges reviewed sketches submitted by the six finalists and declared overwhelmingly that the mural should be awarded to Beachers, Rudy Stussi and his son, Errol. Rudy has had a long and distinguished career as an artist, muralist and teacher. Son, Rudy, appears to be following in his footsteps.

In addition to saying he was thrilled to receive the commission, Rudy added: "It's nice to do something you're proud of in your own community." Rudy and Errol will finish final sketches and prepare the wall till the end of September with actual actual painting probably beginning in October. Stop by and have a look at this exciting work-in-progress. Next year, the BIA will direct a creative community transformation project towards area high school students

- Tell Police and the courts that judges should impose harsher, more meaningful penalties, like cleaning up the tags. And file a victim impact statement with the Police, if you've been tagged, so they can let the justice system know how it's hurting everyone. This is not a victimless crime!

- Help out. If you'd like to donate to the Beach Anti-Graffiti Partnership run by Community Centre 55, it will help defray costs. This community-run business uses graffiti offenders to remove the tags.

- Think of ways to engage the kids in activities that make them feel like they're part of their community, instead of seeing them try to assert their identities in such a destructive manner.

Reporting graffiti on street "furniture"

(such as benches or utility, postal, or newspaper boxes):

Beach Metro News has generously volunteered to inform those who can take action and eliminate it. Please email the following information to graffiti@beachmetro.com

- Indicate the type of defaced street furniture, such as bench, utility, postal or newspaper box (For example, if it's a newspaper box, indicate the name of the paper)
- Include the exact location, with either the nearest street number or the closest corner.

With thanks to the research and persistence of Beth Kryiakou, concerned citizen and member of the Woodbine Park Residents Association group) and to Beach Metro News.



Beach artists, Rudy and Errol Stussi, are excited about the work they are beginning on the BIA mural project to transform the IGA wall

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: execdirector@BeachBIA.com

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WHERE OH WHERE...??

Think you know the Beach? Ever wonder where to find something on this long 2 km stretch of Queen St. East? One way to find a business or an item is to check the BIA website at www.BeachBIA.com – "Find a Business" link. Every business is listed with new ones highlighted on the Home Page.

Click on the name of the business or enter a category, like "restaurant" and all the Beach BIA restaurants will appear. When you enter a keyword like "sushi," you'll immediately see all the restaurants that offer it. Then, you can click on a specific restaurant to find out their address, location on a map, phone number and short profile.

What's Happening?

The BIA website also tells you what's happening close to home. Go to www.BeachBIA.com and click the events button and the appropriate month. And away you GO!



The Vintage TTC car returns for "Celebrate the Beach" on Sept. 29, complete with Winnie, Lady of the Dulcimer (inset) and lots of excitement on Queen Street East. See inside for details!! CELEBRATE!!!

CELEBRATE THE BEACH!

GREETINGS!

Welcome to the first issue of B Seen on Queen, brought to you by your Beach businesses, also known as the BIA.

What's a BIA, you may ask?

A BIA or Business Improvement Area is a designation given to a group of businesses within a specified area who join together, with official approval from the City, in a volunteer self-help program. All 350 businesses on Queen Street East between Lockwood (west of Woodbine) to Neville Park are members. We use our own money to improve this area and promote it as a great place to shop, work, play, and live.

Our goal: A thriving "Main Street" in the heart of a neighbourhood, supported by the efforts of the people who live and work there.

In the past year, we've been involved with:

- Tree and planter maintenance and beautification
- A winter planter program
- Urban design study and streetscape masterplan
- Graffiti prevention
- Mural development
- Marketing our area with brochures and newsletters
- Tourism promotion with Grayline Tours, Tourism Toronto, travel writers
- Advertising
- Special events including sidewalk sales, Christmas events, Celebrate the Beach
- Website creation and maintenance – www.BeachBIA.com
- Communications with landlords and businesses
- Safety and crime prevention
- Liaison with our City and community partners

WHO'S NEW ON THE STREET

Ace of Spades at 2457A Queen East. Health-board certified, offering custom tattoos and European body piercing. 416-694-1300.

Ali's Hot Grill at 2459 Queen East. Fish & chips, Indian style pizza and hot sandwiches. Eat in or take-out. 416-694-6111

Ali's Tandoori Curry House at 2306 Queen East. Fine Indian cuisine to eat in or take-out. Large lunch buffet. Catering and delivering. 416-694-3056.

Balsam Restaurant at 2343 Queen East. A contemporary twist on the classics offering small plates, tasting menu and great wines. 416-699-2343.

Beach Tile at 2305 Queen East. Floor tiles, wall and mosaic tiles and broadloom. Professional advice and custom European installation. 416-849-9233.

Bell at 2171 Queen East. One-stop shopping for wireless and residential communication needs. 416-553-8566.

Better Beginnings Nursery School at 2316 Queen East. Nursery school, enriched kindergarten and quality programming. 416-903-7827.

BizyBee Playcentre at 1971 Queen East. Family drop-in, babysitting and free child care while you shop and dine at participating stores. 416-691-5111.

Centre of Balance Ltd. Therapies at 2010 Queen East. Registered massage therapy, cosmetic laser therapies, naturopathic medicine, traditional Chinese medicine and acupuncture. 647-436-9080.

Children's Emergency Foundation at 2243 Queen East, 2nd floor. Helps feed children living in poverty through a network of community breakfast clubs and lunch programs in Canada. 416-287-0385.

Cottage on the Beach at 1966 Queen East. Canadian traditional cuisine, featuring an all-day breakfast and lunch and dinner. 416-693-9009.

Del Grande Footwear at 1887 Queen East. Knowledgeable shoe fitting specialists. Quality footwear and accessories. 647-435-8450.

Dufflet Pastries on the Beach at 1917 Queen East. Delectable desserts, light lunches and evening savouries for eat-in and take-out. Licensed! 416-699-4900.

Envy Eyewear Boutique at 1944 Queen East. Under friendly new management. Come by to see what's new. 416-699-3407.

Fiorio at the beach at 1981 Queen East. A Toronto institution for hair cutting, styling and esthetics. 647-426-2112.

Just Us! Café at 2010 Queen East. Fair trade organic coffee, tea, chocolate, sugar, baked goods, sandwiches and a Martini Bar. 416-693-2233.

Healthy Earth Bilingual Nursery School at a new location of 2206 Queen East. Serving the Beach since 1992. Nursery school, Jr. K, Sr. K and tutoring for Grades 1-3. Focus on language arts, math and music. 416-690-5969.

The Fill Station at 2282 Queen East. Sports pubs featuring 13 large screen HD TVs on two levels. Large portions. 416-693-9333.

Life is Sweet – A Cupcake House at 2328 Queen East at Kingswood. Fresh baked cupcakes and other goodies. 416-698-0555.

mortgagebrokers.com at 2245 Queen East. Finding mortgage solutions based on an individual situation and needs. 416-410-0484, ext. 2.

Rainbow Nail at 1889 Queen East. Manicures, pedicures, gels, facials, acrylic nails, massages and waxing. 647-435-3962. Sleep Country Canada at 2257 Queen East. The mattress specialty store. Service set up, bed removal and free delivery. 416-698-7062.

Yummy Yummy at 1923 Queen East. Yummy treats, ice cream and candies in a fun-filled setting. 416-686-8467.

And watch for **Mars Beach Diner** at 1987 Queen E, **Green Basil Thai Restaurant** at 2120 Queen E, **Yoshi's Sweets** at 2359 Queen E, and **Intelligent Creatures Film Production** at 2216 – all opening SOON!

CELEBRATE THE BEACH returns!

Sat. Sept. 29th - all day to 10 pm (and even later!)

"Celebrate the Beach" is a way for Beach businesses to thank you, the residents of the Beach, for your support. It's also a chance for you to get to know us a little better. If there are parts of Queen East you haven't checked out, this will give you a reason to go further. Fear *not* treading west of Woodbine. Don't get lonely, east of Beech. There's so much for you to see and ENJOY on one glorious day, on all our sidewalks, stores and open spaces!



CELEBRATE THE BEACH PRIZE DRAW COUPON

You could win \$150 in Beach Bucks to be used at any Beach store or service!!

Bring this coupon down to the Beach on Sept. 29 only. No purchase necessary. Just deposit in one of the boxes, inside or in front of the library, by Pippins Tea (2106 Queen E) or Kaffeehaus Konditor (1856 Queen E). Only one entry per person or you will be disqualified. Drawing at 10:15 p.m. by the library. (You do not need to be there to win.)

First prize: 150 Beach Bucks
Second prize: 100 Beach Bucks
Third prize: 50 Beach Bucks

I wanna win Beach Bucks!!

Name (please print) _____
Address: _____
Town: _____
Phone number: _____



IT'S ALL HAPPENING HERE!

THE BIG DEALS:

- A** Fantastically sweet **sidewalk sales** and in-store specials up and down the street!
- B** ★The *free vintage TTC streetcar* back again, from 4-9 p.m. with Winnie, the uber-talented mountain dulcimer player playing this historical and funky stringed lap instrument between 6-9 p.m. Round trips take about 45 minutes so flag the car anywhere!!
- C** ★Fabulous **free movies** and cartoons at the Fox Theatre from 10-4, Saturday *and* Sunday
- D** ★**Beach Guild of Fine Arts** - morning, or later afternoon, when the sun is best you can observe and chat with more than a dozen artists sketching Beach buildings, shops, parks, and people.
- E** ★**Wandering minstrels** strolling your way
- F** ★**Dr. Hoo**, (see write up under Library)
- G** ★**Beach treasure hunt** for kids (pick up a check sheet at the Library, Konditor or Pippins. Free Licks ice cream kiddie cone coupons for all finishers!)
- H** Community Centre 55's **crafts tables** by the Library (see #18)
- I** A **big raffle** to win Beach Bucks to buy stuff in the Beach (fill in the coupon, below)
- J** ★**Free food tastings** and samplings (see individual listings)
- K** ★**Bike rodeo** staged by Police at 55 Division by Kew Park's Cenotaph 2-4 p.m. Kids- bring your bikes to learn and have fun
- L** Prix fixe breakfasts, brunches, lunches or dinners and **special menus** (see individual listings)
- M** ★Watch the preparations for the **new mural** at Queen & Lee and meet the artists from 2-4 p.m. (see article on mural, p. 6)
- N** ★A **colouring contest** for kids (to age 12) – Pick up your colouring page in front of the Library! You could win great prizes from Ellaminnow, Fox Theatre, Nutty Chocolatier, Mastermind, and Beach Tile

INDIVIDUAL BUSINESSES

What to check out, in addition to the great sidewalk sales and specials . . .

- 1** **Rogers Wireless** – 1821 Queen E.
- All activation fees waived Sept. 29 only!!
- 2** **Avalon Custom Garment Cleaners** – 1833 Queen E
- Come in and learn about our truly non-toxic process. Special offers, too
- 3** **Balance Health Group** –1842 Queen St. E
- Magical massages out front
- 4** ★**Kaffeehaus Konditor** – 1856 Queen St. E
- 2nd Annual Strudel on the Street. Pastry chef Burgi Riegler will make her world famous strudel – at 2 and 7 p.m.
- Meet Carmen, the “soul whisperer,” a medium who'll give readings from 10-7 p.m.
- 5** **Meat on the Beach** – 1860 Queen St. E
- Introducing “Yogalicious,” a frozen probiotic dessert. Sample it between 1-3 p.m.
- 6** **Del Grande Footwear and Accessories** – 1887 Queen St. E
- Huge one-day 1/2 off sale!
- 7** **Ci Vediamo Ristorante** – 1910 Queen St. E 416 694-5966
- Prix fixe menu - three courses, paired with wine and a glass of sparkling—all for \$35!
- 8** ★**Ellaminnow** – 1915 Queen St. E
- Have fun at our craft table. Younger kids can do hand art and older kids twirled paper.
- 25% off Mad Libs
- 9** **Dufflet Pastries** – 1917 Queen St. E
- 10% off the delectable Small Indulgence line including Marvelous Chocolate Morsels, Sipping Chocolate, Chocolate Fondue and more.
- Little Butter Cookies 2-for-1 special.

- 10** **Envy Eyewear Boutique** – 1944 Queen St. E
- Meet our new, friendly management
- Enter a contest to win a free pair of Maui Jim sunglasses
- 11** **Michelle's Beach House** – 1955 Queen St. E 416-693-4454
- Come by for “Oysters on the Street” at \$2 a shuck. Prix fixe menu – 3 courses for \$35. And a great band!!
- 12** ★**Licks** – 1960 Queen St. E
- Say “Beach Special” to the cashier and receive a Homeburger or Nature Burger for \$2 when you buy a soft drink
- Fill in a ballot for the Licks Provincial burger poll!
- 13** **Potala Gift Shop** – 1966-1/2 Queen St. E
- Contest with three prizes to win special handmade Tibetan bags
- 14** **Seagull Classics** – 1974 Queen St. E
- Listen to our jazz trio on the sidewalk.
- 15% off Canadian-made bookcases and 25-40% off outdoor furniture.
- Contest to win a framed Beach poster: How many jelly beans are in the jar?
- 15** **The Artisans** – 1974A Queen St. E 10:30-8 p.m. Teak and mahogany furniture on sale till Thanksgiving.
- Look for in-store contest.
- 16** ★**Baskin Robbins** – 1976 Queen St. E
- Free sprinkles on whatever you purchase
- 17** **Wisteria Way** – 1978 Queen St. E.
- Fantastic clearance on selected merchandise
- Surprise gift with every purchase!!

★ Note: starred items are ★ extremely kid-friendly ★

- 18** ★**Beaches Branch, Toronto Pubic Library** –inside and outside at Queen & Lee
- Dr. Hoo, from the Muskoka Wildlife Centre, making a rare appearance at 2 p.m. Like Wordsworth the library's sculpture mascot outside the library, Dr. Hoo is a great horned owl.
- Meet an author (See #30)
- Canvas book library bag and gently used book sale outside
- Crafts for kids (See Community Centre 55, #19)
- 19** ★**Community Centre 55** – inside and outside the Library!
- Crafts for kids: make a bookmark or bracelet.
- Enter the Great Beach Colouring Contest!
- Decorate your own cookie!
- Make a treasure chest for the treasure hunt.
- Enjoy a tasty BBQ
- 20** **Cool, Green & Shady** – 2012 Queen St. E
- Select sales on products ranging from 10-50% off!
- Enter a draw to win a Thanksgiving Décor Basket!
- 21** **TD Canada Trust** – Queen & Lee Branch
- Pamper Yourself Spa Day
- Get a head & shoulder massage, mini-hand treatment, facials and even financial check-ups!
- 22** **Latitude for Living** – 2084 Queen St. E hrs 10-6
- For one day only – 25% off store-wide plus our excellent sale table
- Come hear Sara Loucks singer/songwriter who will be performing from 11 a.m. till close
- Food samplings with award-winning Brickstone food products
- 23** **Hair Dynamix** - 2090 Queen St. E. hrs. 9-6, 416 699-3575
- Win one of two great raffle prizes, with any service – a hair care gift basket or a laser hair removal treatment (details in store)



- 24** **Lizball** – 2096 Queen St. E
- Yummy munchies add to the specials!
- 25** **Pippins** -2106 Queen St. E
- Sale on selected merchandise.
- Sweets and treats to sample.
- Complimentary cuppa tea
- Raffles galore
- 26** ★**Funky Baby** – 2116A Queen St. E
- Special one-day only sale on new fall fashions.
- Extra discounts on sale merchandise.
- Free helium balloon.
- Meet our photographer.
- 27** **Castro's Lounge** – 2116 Queen St. E
- Enjoy musicians playing in the patio!
- 28** **Set Me Free** – 2130 Queen St. E
- Win one of four gift certificates worth \$25 each
- Free food samplings.
- 29** ★**Mastermind** – 2134 Queen St. E
- Have your face painted
- Get your free grow-a-lizard!
- 30** ★**Coles Book Store** – 2169 Queen St. E
- Have a book autographed by Kevin Bradley Watts, author/Illustrator of Tug Boat Ben series (available at Coles and Ellaminnow)
- Get your picture taken with one of the book's characters such as Tug Boat Ben, between 10 a.m. to 4 p.m., outside the Library (or inside Coles, if it's raining)
- 31** ★**Nutty Chocolatier** – 2179 Queen St. E.
- Come try the “Mae Cromwell” double scoop in a chocolate waffle cone with a Belgian chocolate musical note on top – only \$5!
- Mae will be signing her new CD, “Live and Contagious,” and singing a capella between 2 and 4 p.m.
- Enjoy free fudge samples.
- Cotton candy and popcorn, for sale.

- 32** **FitnessWorks for Women**
2181 Queen St. E, Suite 200
- 25% off fitness clothing and savings on USANA skin care
- Protein bar and protein shake sampling
- 10 prizes for a free month's membership
- Free class schedule and prizes:10- Step & Pump; 12- Circuit Training Class, Energizer; 1:30- Pilates; 2:30-Circuit Training Class: Maximizer; 3:30- Drums Alive Workshop
- 33** **Froosh Handmade Body Treats**
2230 Queen St. E
- Great sales! Spend \$30 or more and receive a free bar of soap.
- The amazing 1-minute manicures showcasing our High Five manicure scrub from 1-4 p.m.
- 34** ★**Fox Theatre** – 2236 Queen St. E 10-4 p.m. Sat & Sun.
- Free weekend of movies and cartoons from
- Meet the new management and staff and see what's new!
- Free popcorn and samples of new flavoured popcorn
- Draws for five free memberships
- 35** ★**Katsumi's Hair Design** – 2246 Queen St. E
- Be intrigued by Messiah Miracles, the illusionist, who handles snakes and performs other tricks (Hairstylist Jourdan Oscuro will also show his snake- charming ways)
- Watch students from Lucsculpture Gallery create clay sculptures from noon – 2 p.m.
- 50% off all L'Oréal and Mop products
- 36** **Sisters Pace Fitness** – 2251 Queen St. E
- Try out all our circuit training equipment between 2-4 p.m., for free
- 37** ★**Life is Sweet - A Cupcake House**
2328 Queen St. E
- Decorate your own mini-cupcake – for kids of ALL ages!