

Briefing Memo

To Downtown Yonge Members

From James L. Robinson, Executive Director

Date January 17, 2011

• • • • • **Re** Further Update on Fire at 335 Yonge Street



Dear Members,

This is a further update on the situation following the fire at 335 Yonge Street, and Downtown Yonge's requests from the City to move forward.

SITUATION UPDATE

All businesses in the vicinity of the fire have re-opened. This included HMV which sustained water and smoke damage. They are now serving customers again at 333 Yonge Street.

Businesses that were closed during that time are advised to speak with their insurance professional to determine if their insurance coverage covers the business loss during the street closure. Coverage such as Loss of Income, Loss of Business, or Business Interruption are the types of coverage that may provide some support during the time of forced closure. In the absence of Business Interruption coverage many Commercial Package type policies have Civil Authority Closure coverage built into the policy wordings, usually for a 2 week period. All policies and carriers are different, and it is recommended that businesses review this with their existing broker and/or insurer. Alternatively, Ms. Christine Doherty at HKMB Hub International has offered speak to those issues should area businesses need insurance guidance. The company is a Downtown Yonge member, located at the Atrium on Bay. Ms. Doherty can be reached at 416-597-4662 or christine.doherty@hubinternational.com

Investigation of the site into the cause of the fire is continuing, and demolition of the building continues. Equipment is accessing the property behind the hoarding which means that the Yonge Street road and sidewalks are accessible.

DOWNTOWN YONGE POSITION

As the B.I.A. for the district, we have long been concerned with the condition of 335 Yonge Street and many other properties.

Downtown Yonge has taken the position of requesting that the City of Toronto work with our organization to ensure that:

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- **Upon demolition, immediately move back the hoarding such that the sidewalks and road operations on Yonge Street and Gould Street (Yonge Street to O’Keefe Lane) are fully restored.**
- **Identify an interim use to activate the site while a new future is being planned for the property. Considerations may include a public parkette, quality food service amenities, and other uses that animate the site in the interim for the Spring 2011 visitors’ season.**
- **Examine other derelict properties on Yonge Street and identify what is required to ensure their protection.**
- **Establish an approach to development that recognizes that the remaining historic properties on Yonge Street are an integral part of Toronto’s identity. This includes retention of the 3 to 4 storey street wall and the stepping-back of new development to maintain the human-scale experience of Toronto’s main street.**

These requests have been put forward to City Councillor Kristyn-Wong Tam who indicated that she is prepared to work with Downtown Yonge and the community in championing these issues in the short and long terms. We are grateful for her leadership to date in making the situation a priority

REQUEST FOR SUPPORT

We need your support in applying pressure to ensure that the site doesn’t sit empty for years. And, in the long term, let’s ensure that development and investment happens on Yonge Street that have vibrant historic properties at the core.

Sincerely,

Downtown Yonge Business Improvement Area



James L. Robinson

Executive Director