



LET'S MAKE PARKDALE SHINE

WEDNESDAY, MAY 15

**SPECIAL GARBAGE PICK-UP  
AND STREET CLEAN-UP**

- . CLEAN OUT THE OLD JUNK
- . SWEEP OUT THE STOREFRONT
- . SET UP NEW WINDOW DISPLAYS

Parkdale Village BIA is having an area wide Spring Cleaning and you are invited to get all of the garbage and junk out on Tuesday evening, May 14 th. for a special city pick-up next Wednesday, May 15 th.

Special Storefront window cleaning provided - Friday May 17 th.

PARKDALE VILLAGE BIA "WORKING TOGETHER"

Fig. 12 Prior to and in Association with the Spring Sidewalk Sale, the First Annual Spring Clean up Campaign was Initiated

**PARKDALE VILLAGE B.I.A.**

**PARKDALE VILLAGE**

**SUMMER Sidewalk SALE**

**SAVINGS**

You can expect Big Bargains when you shop at Parkdale Village during our sizzling Summer Sidewalk Sale.... Wait 'til you see the Savings on the inside as well as the outside. Don't miss out on this Big Sale Event

**MUSIC**

You'll be entertained by our strolling musicians who will be filling the air with the sounds of Jazz-Swing-Dixieland. You can count on an enjoyable visit to Parkdale Village during our Big Sale Event!

**CLOWNS**

Our strolling clowns will make you smile with their fun-loving antics-tricks-games. Bring the kids and let the whole family enjoy the fun during this Big Sale Event!

**FREE BALLOONS - FREE BALLOONS**

**!!WIN!!**

- Colour T.V. • Cordless Phone
- Telephone Answering • Video Game System

You could be 1 of 4 lucky winners in the Parkdale Village Lucky Draw. Enter by submitting your ballot at one of the stores displaying the 'Lucky Draw Here' signs in the window.

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ POSTAL: \_\_\_\_\_

**MA DISCOUNT**  
Shop & during our

**Fri. - Sat. 10-11-12**  
**MAJOR BIG SAVINGS!**  
for the whole household join-filled Sidewalk Sale.

Fig. 13 Prior to the Sidewalk Sale Campaign 10,000 flyers are Distributed Within the Local Neighbourhood to Promote the Event



DO YOU SUPPORT THE INSTALLATION  
OF A 93 UNIT BUILDING FOR  
EX - PSYCHIATRIC PATIENTS

At the corner of  
Gwynne Ave. and Queen St.

---

**PUBLIC MEETING**

7: 30 PM.

Thursday, October 25, 1990  
Parkdale Library, ( Auditorium)

---

The Board of Management of the Parkdale Village BIA **DOES NOT SUPPORT** the addition of more supportive housing projects in the Parkdale Area. Our projects for revitalization are directed at an overall clean-up of the Parkdale Village Community - establishment of a consumer appealing retail mix - a format for positive economic growth and an improvement in the physical appearance of the district.

Join with other members of the Parkdale Village BIA, at this Public Meeting, to reinforce our position that Parkdale has more than its share of community supportive housing, half-way houses, low rental facilities and illegal boarding houses .....

**WE DO NOT WANT AN OVERSIZED 93 UNIT  
FACILITY FOR EX- PSYCHIATRIC PATIENTS IN  
THE PARKDALE VILLAGE AREA.**

Nick Stancheson  
BIA Chairman

Fig. 26 The BIA has Undertaken the Important Role of Monitoring Housing in the Retail Area and its Impact on the Marketplace

## 6.0 SOCIAL HOUSING IN PARKDALE

### 6.1 OVERVIEW

There is a ghettoization in Toronto, and in particular we fear that Parkdale is being targeted as a ' Welfare Community ' by numerous government funded agencies who are forcing a saturation of social housing, crisis and out-patient facilities upon the Parkdale community.

The growth of social housing and institutionalized facilities in Parkdale, has created a situation which is described in a report by the City Planning and Development Department as an imbalance that is causing such instability that " the Parkdale district is not functioning properly for a typical neighbourhood " .

### 6.2 BIA POSITION

If we are to develop the Parkdale community as a good place to live and do business, for people from all income groups, cultures and ethnic backgrounds, the BIA feels that the proposals outlined in the Part II Official Plan for South Parkdale should be followed.

- 1) In the future, the needs of the neighbourhood must determine how the needs of the city in general, and of other agencies, are met in South Parkdale.
- 2) Establish a moratorium on the further development of crisis, social-housing, or out-patient projects.

### 6.3 RECOMMENDED ACTION

- 1) The BIA needs to communicate its position to the City through elected representatives and the Planning & Development Department.
- 2) The BIA needs to establish a ' Social Housing ' liaison committee
- 3) The BIA should develop a relationship with community and resident groups to establish a common ground.



Parkdale's politicians and police representatives attended the official naming of the Queen Street business district as "Parkdale Village" May 12 at Jameson Avenue and Queen Street. BIA Chairman Nick Stancheson hosted the event. Parkdale was first designated a 'village' in 1879.

## Parkdale becomes 'village' again

Business sections that upgrade themselves create a better community overall, said Parkdale MPP Tony Ruprecht.

He spoke at a ceremony May 12 at Jameson Avenue, and Queen Street for the official naming of Parkdale's business district to "Parkdale Village." Local businessmen wanted the new name as part of their campaign to clean up the community's image.

City Councillor Chris Korwin-Kuczynski said the new businessmen's executive is enthusiastic about improving Queen Street. Parkdale's MP Jesse Flis said Parkdale will be put on the map "not only in Toronto but in Canada and North America."

Metro Councillor Derwyn Shea said the businessmen are making it clear they're fighting for community values.

John Bukowski, 11 Division St. Insp. and Clark Winter, 14 Division Supt., also spoke. Winter said police, businessmen and the public are working to make Parkdale a better place in which to live.

Parkdale Village BIA Chairman Nick Stancheson said at a community gathering May 6 that businessmen want to clean up



Hilary Killam, 2-1/2, and her dad Robert take note of Tom Earl's notes from his trumpet during the Parkdale Village sidewalk sale May 10-12.



Organ Grinder John Witteveen and his ring-tailed monkey Susie, 16, were popular during the sidewalk sale.

Queen Street of drugs and prostitutes with the community's help. Call him at 532-5335 with suggestions.

Businessmen have decorated Queen lampposts with banners from Flags Unlimited, put up a "welcome" sign on Queen near Gladstone, organized a street cleanup, and hired a gardener to maintain the flower boxes.

Prizes were handed out to winners in the businessmen's May 10-12 sidewalk sale. A. Wilkes of 1438 Queen St. won a 14" color TV, Safora Ayube of 70 Cass Ave. received a telephone answering machine, J. Lavic of 190 Jameson Ave. a cordless phone, and Ray Perrin of 1355 King St. a video game system.

Fig. 29 One of the Most Successful Events of the Year was the Renaming of Parkdale to Parkdale Village

## Businessmen launch cleanup of Queen Street

Pack it up, ship it out.

Keep this in mind for the first week in May because that's when the Parkdale Village Business Association and the City of Toronto are holding a massive three-day cleanup of a seven-block stretch of Queen Street in Parkdale.

Old stoves, refrigerators, water tanks, tattered chairs. "Whatever you've got that can fit into a truck, they (city trucks) will be making extra runs to pick it up," says Roy Bergerson, the BIA's consultant.

The cleanup, involving residents and merchants along Queen Street from Dufferin Street to Fuller Avenue, is one of several ways the association is trying to improve the shopping district's image.

They're going to hang about 40 brightly-colored banners from street lampposts, string another banner across the railway bridge at Queen and Dufferin saying Welcome to Parkdale, see that the street's 89 flower boxes are maintained throughout the summer, and ask merchants to take more care in the way they leave garbage at the curbside for regular pickups.

"This is going to be our transition from Parkdale to Parkdale Village," says BIA Chairman Nick Stancheson.

A team from the city's works department will tour the strip, including adjacent laneways, prior to the cleanup to determine what trucks and how many will be needed.

A special detail of sweepers and flushing trucks will be brought in for the campaign. The city will also replace battered garbage cans and add ones where needed.

Merchants will also be asked to



New banners

wash down the fronts of their stores.

In addition, Mediacom will scrub down, paint and disinfect their transit shelters. Benches have been removed from some to discourage transients sleeping in them.

The BIA will distribute bulletins notifying merchants and residents along the strip of the days and times their garbage will be picked up.

"Parkdale Village wants a cleaner look, a brighter look, and the city is going to co-operate with us to help get it," says Bergerson. He wants the campaign — which precedes a May 10-12 sidewalk sale with clowns, bands and prizes — to become an annual event.

Fig. 30 The Spring Clean-up Event is the First Annual to be Followed Next Year

## Better-looking stores

By Nick Stancheson and Bill Felice

Parkdale 1990. Where are we? Where are we going?

The Parkdale business association would like to answer these questions from the perspective of the local business community with the acknowledgement that we are doing so on short notice and without specific discussions on these topics. They will be answered based on impressions gained from several meetings held since November 1989.

It should be understood that the prime purpose of these initial meetings was to re-establish the association as an active, concerned group responsible for the promotion and improvement of the business environment within our community.

Given the above, we feel that one of the major issues in Parkdale is the general low self-image level that perpetuates the negative community feelings in Parkdale.

We feel that the business association can rejuvenate the Queen Street strip initially with the installation of banners, lights and landscaping, and over a longer period by encouraging the individual businesses to participate in a facade improvement program that will be supported by the

city.

We would like to create a stronger business association through advertising and with the production of a monthly newsletter for our members. We hope to have members involved in various functions such as sidewalk sale, circus weekend, a Casino Night a Midnight Madness sale.

We would also like to invite businesses between Macdonell and Icesvalles Avenues to join our association.

In co-operation with the community at large we would like to be Parkdale's image by developing "village" concept. That is, we would like to see people take enough pride in their community to force the politicians to help them solve the issues that we all know continue to detract from what can and should be a pleasant place to live, work and

Nick Stancheson is chairman Parkdale's business association. Felice is vice chairman.



Fig. 31 A Facade Improvement Program is a Priority in the Following Year.