

BLOORDALE BIA

Ms. Fiona Crean, Ombudsman
City of Toronto
Suite 203, 375 University Avenue,
Toronto, M5G 2J5

Dear Ms. Crean,

The Bloordale BIA is seeking your help with a problem on the stretch of Bloor Street where our businesses are located. There is a disabled parking space near 1173 Bloor Street West that has become a trap for many people who want to shop in the nearby stores. Disabled parking spaces on major arterial roads are rare – we are told there are only 60 of them in the entire city. This spot is so counterintuitive that in one three- year period, over \$150,000 in ticket fines were issued for that single space. Arterial roads have a lot of signs, so motorists tend to go by other visual cues. There is a pay-and-display machine very nearby, and there is no obvious sign on the storefront for which the disabled space is provided.

When motorists obtain a parking slip at a pay-and-display machine in good faith and end up with \$400 fines, they may learn their lesson by using big-box stores, with ample parking and well-marked disabled spaces, in future. Our BIA has worked for years to reverse this trend by making the street more attractive and convenient. When we see angry customers who parked unawares and now have to pay a very large fine, it seems like our work is being undone.

We think that there are two easy solutions to this problem – (1) an eye-catching standard blue “disabled” sign painted on the road (showing the international wheelchair logo), and (2) a warning reminder on the nearby pay-and-display machine. Both are easy to add, and inexpensive, yet the city has refused to act despite two years of requests. Our city councillor has also made the request and has also been turned down. The Roads officials say that although better signage is permitted by the Highways Act, the city doesn’t have the money. Considering the amount taken in by the fines at this location, we believe that the money is there.

Our city councillor has recommended that we request your help. Your office is our last resort.

Your truly.



Spiro Koumoudouros, President Bloordale BIA

.....

Bloordale BIA 1215 Bloor Street West, Toronto, ON M6H 1N4, www.bloordale-BIA.com