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Riverside

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VOLUME 5





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Reflecting on Big Moves in Riverside

After nearly five years on Queen St East, the Riverside BIA office moved this year to Streetcar Studio, a beautiful, bright, spacious spot, accessible via Darkhorse Espresso.

It was fascinating to sift through 35+ years of files and relive memories and changes in Riverside since 1980 when it was established as the Queen Broadview Village BIA. The mandate was “to make direct, self-interested investments to improve their business as a group” by putting budget and effort together toward “collective promotion” as well as “joint business-community festivals” and “street improvements...making the area someplace proud to do business in and attractive to shop in.”

Fast forward to the early 2000s: the BIA was re-launched as Riverside District BIA, to recognize its historic identity as “Riverside” since 1880. Iconic art was added in this theme and a neighbourhood revitalization was sparked. Today, the Riverside BIA serves much of the same function, to promote and beautify this unique neighbourhood. We host community events year round and work diligently to keep a good-looking and safe streetscape through vibrant street art projects,

planters, weekly graffiti removal service and extra maintenance throughout.

Mitch Korman, son of one of the founders of the BIA, Jack Korman, has been the BIA’s dedicated Chair for over 10 years and all board members continue to work together to make Riverside an exciting place to work, live, and play. Some of the original businesses remain - such as George’s Broadview Beauty Parlour since 1963 and Ron’s Elbers Antiques since 1985 - while many have changed dramatically - just look at the Broadview Hotel!

Yes, change feels good today, and we encourage you to come enjoy Riverside, visit us in the new office, meet the people who have made this an amazing place to be, and explore all that the community has to offer.

Jennifer Lay,
Executive Director, Riverside BIA

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Riverside is rich in coffee culture

There's no shortage of places to savour the flavour of fresh brewed coffee in Riverside.

Whether you prefer fair trade, filtered, mochas, macchiatos, or simply enjoy the atmosphere of an eclectic cafe, Riverside is rich in coffee culture, each shop having a unique take on the meaning of coffee. Here are just a few of Riverside's hidden and not-so hidden gems:

The Merchants of Green Coffee

"Merchants of Green Coffee is my neighbourhood gem of a java house," says Toronto fashion designer Leon Oziel.

"It's comfortable like an old favourite t-shirt." Located at 2 Matilda Street in an 18,000 sq ft warehouse and former jam factory, slightly off the beaten

path, Merchants of Green is rustic and relaxing, filled with antique tables, chairs, and furniture crafted with recycled metal.

Merchants of Green specializes in trading green coffee beans, hosts educational coffee workshops, events and special projects year-round.

Leon describes Merchants of Green as a throw back to the original 80s-style coffee house.

With unique aesthetics, philosophies, practices and specialties, every cafe attracts its own kind of connoisseur. Some savour a simple slow drip while others go for the pull.

"I frequent coffee houses that do not just push a button to create an Americano," says Robert Farmer, a house painter in Riverside. "I like to see the barista take the artisanal approach; grinding the beans, weighing it, and making a great tasting beverage."

Robert says he avoids places that do up-selling as it removes the laid back interpersonal approach he prefers.

While Merchants of Green has a subdued vibe, one that makes you want to grab your favourite book and spend the afternoon sipping coffee on one of their oversized couches, just across the park, Darkhorse Espresso on Queen Street East has a totally different scene.

Darkhorse Espresso

The first thing you'll notice is their bright atmosphere and huge wooden communal table, which makes it easy to strike up a conversation and meet new people in the neighbourhood.

It's a networking haven with, according to Darkhorse, the most delicious balanced espresso in Toronto. But perhaps even better than the coffee here, is the excellent customer service.

"I'm friends with the baristas and I genuinely look forward to seeing them," says Darkhorse regular and local dog walker, Jack Jackson.

"I know all the staff and I don't see them as staff I see them as friends."

By day, Darkhorse is bustling with caffeine junkies, enjoying the shop's spacious patio in fair weather.



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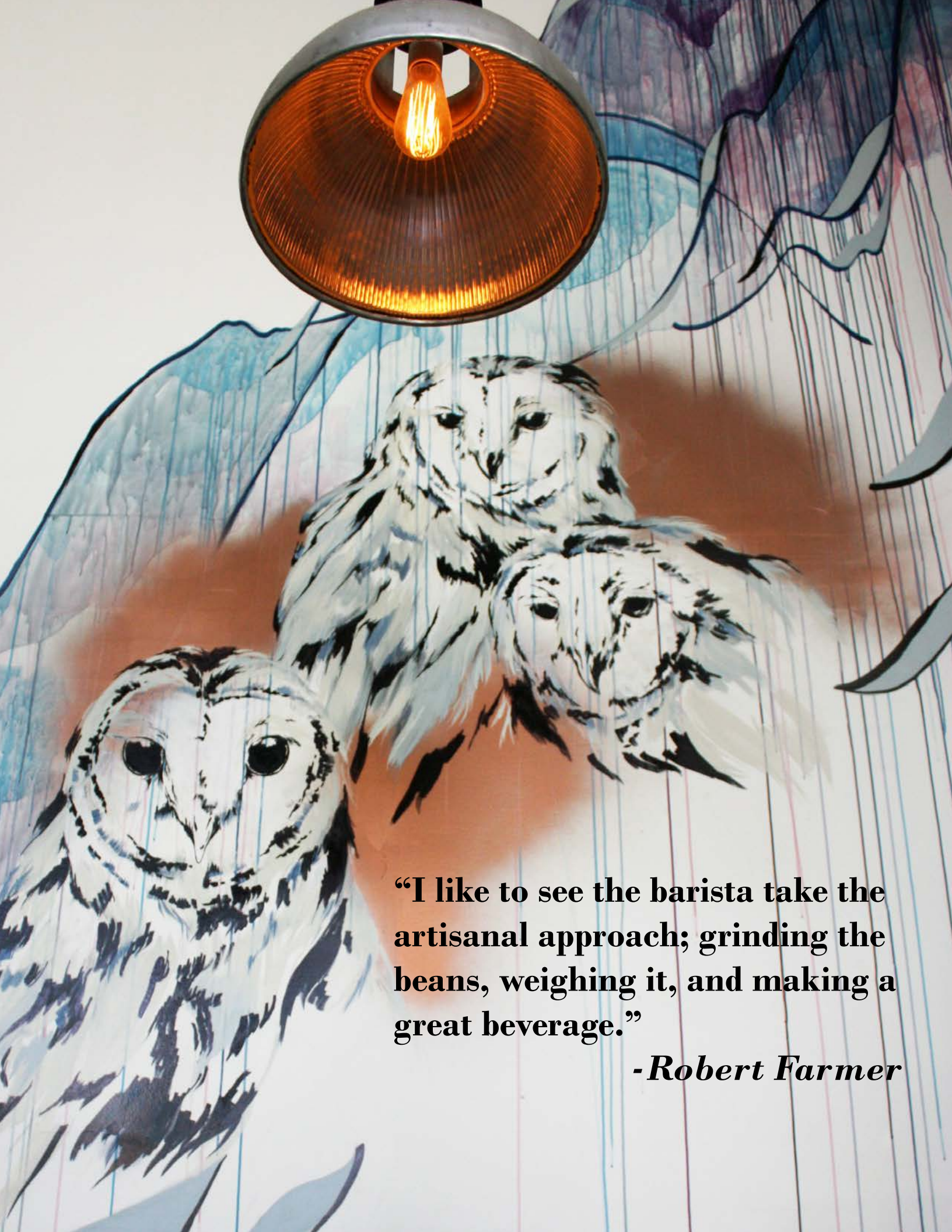
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“I like to see the barista take the artisanal approach; grinding the beans, weighing it, and making a great beverage.”

-Robert Farmer

By night, this coffee shop plays host to a number of social events, and often hosts film shoots.

Cannonball Coffee

Across the street is Cannonball, a coffee house with mismatched mid-century modern furniture, quirky art, tacky souvenirs and a gorgeous hidden back patio which feels like heaven on earth when you find it.

“I think every coffee shop has its own people,” says owner Rob Poizner, “Sometimes I think I attract a lot of oddballs in here and sometimes I’m overloaded with laptops.”

He describes his crowd as very artsy, and customers who appreciate a menu made from scratch.

In addition to great coffee, Cannonball also offers a variety of savoury breakfast bagels.

Boxcar Social

On the other side of Riverside, tucked away on Boulton Avenue just north of Queen, Boxcar Social has an atmosphere that attracts young professionals and their laptops day and night.

They offer a curated, rotating list of coffees from the best roasters in the world, an extensive list of whiskies and educational in-house courses like their ‘Whisky 101’ series.

The concept at Boxcar Social, is “Do what we love, do it with our friends, and do it really well,” says barista Taylor Seymour.

Prior to housing Boxcar Social, the space at 4 Boulton was home to the Toronto Public Library’s Eastern Branch from 1888-1910, and was a furniture store for a time.

Every coffee shop in Riverside has its own personality, atmosphere and flavour, so come and experience the coffee culture of our community.



What's Good in the Hood



For a few years now, local happenings have been popping up online at goodhood.ca. For this issue of Riverside Magazine, we decided to go out and meet the man behind the blog: Dean Seguin.

Why did you decide to start GoodHood?

GoodHood had its beginnings in an ongoing email thread with friends and neighbours sharing local things to do, hot new restaurants and tidbits from the hood. I've been living in the area with my family since 2010. GoodHood launched a little over two years ago in the spring of 2015. Since the east end was mostly being overlooked by Toronto's lifestyle media at the time and still is, I saw an opportunity to fill a void in hyper-local content. I decided to formalize the idea of sharing local nuggets — what was happening two streets over, when the new restaurant is opening, where to get XYZ in the neighbourhood — and that materialized online through a blog and other digital channels. I also saw it as an outlet that would allow me to be creative — with writing, photography, design and production — on my own terms. And, let's face it: it's a good excuse to meet locals and test-drive all of the incredible spots in the east end.

Why did you start it in Riverside?

GoodHood's editorial boundaries are loose and

aren't necessarily defined by a strict geographical area, so we like to think we're keeping a finger on the pulse of the east end as a whole.

That said, it's just not possible given our limited resources. Riverside is the anchor of the east, and ground zero in terms of what's on our radar and what we're watching closely. The neighbourhood marks the threshold between downtown and the rest of the east end, and its genuine feel, small-town-in-big-city vibe and strong local ethos sets the tone for how the east end as a whole is viewed by locals and the rest of the city.

What were you hoping to achieve over and above filling a media void, with GoodHood?

Torontonians are proud of the neighbourhood in which they live, and nowhere is that more tangible than in the east end where folks are galvanized on making the community as great as it can be. We want to be the go-to source for encouraging local content that connects the east end and stays in sync with the lifestyle of the neighbourhood. The name GoodHood isn't by chance — our editorial philosophy steers our content towards the positive — the people, places and things happening in the community. Ultimately, we want to be a community hub, enriching the neighbourhood with inspiring local stories.

Bio.

Meet Our Cover Photographer, Giancarlo Pawelec

A lover of the arts since I was a child, I've been a professional photographer for 15 years, starting my self-taught career at the ripe age of 18. Born in Venezuela, I've lived in Peru, and grew up in Toronto. My early work focused on automotive editorials before expanding into portrait (fashion / beauty) and commercial work. I believe unbounded creativity comes from working closely with clients and a great team. I'm grateful to have a diverse range of clientele and to call Riverside my professional home.

From a young age, I've always believed in the saying "Visualize then Actualize." I recall being in the car as a child with my mother driving up the Don Valley Parkway and every time we'd pass the Riverside Bridge I'd look at the century-old brick building near the corner and say out loud, "One day I'll have my photography studio there." Sure enough, some decades later, when I was looking to relocate my studio to downtown Toronto, I happened to find a listing for a prime south-facing space in that exact building (at 9 Davies Ave in Riverside).



The reason for my love and appreciation of Riverside is simple: it has an old-world character and charm, boasting a range of people from the business-type to the bohemian artist. Since relocating, my business and personal life have grown immensely. My fellow building neighbours are also artists and we always help each other out, like a true community should. I also frequent the local coffee shops and eateries, while my clients love the vast selection during their stay at Studio 311. Moving to this vibrant community is truly a blessing and one that I am thankful for. Here's to many more years in Riverside - as a photographer, artist, and supporter of this great Toronto hood!

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A

Broad View of Riverside



One of the most exciting changes to the Riverside community in decades is the restoration and unveiling of the revitalized Broadview Hotel, located at the busy corner of Broadview Avenue and Queen Street East.

This 1800s building, which has an exterior made of brick, sandstone and terracotta, with the rare architectural feature of a pyramidal tower roof, has been meticulously restored and re-imagined as a 58-room boutique hotel and charismatic gathering spot.

The revitalized Broadview Hotel is just the latest development in the building's long and unique history. Known for the past few decades simply as Jilly's, The Broadview Hotel was originally built in 1891 as a Romanesque style hall for Archibald Dingman (known as Dingman's Hall) for public gatherings. By 1907, an owner-

ship change resulted in it being converted to a hotel with rooming houses for men working in factories or on the rail lines around Toronto. For a short time it was known as the Lincoln Hotel. The building continued to change over the years and by 1986, the lower level had been converted to an adult club, Jilly's, with rooming houses above, and remained so for decades.

In 2014, Streetcar Developments bought the building and began its transition. In the same year, The Broadview Hotel was officially designated a heritage building. On October 5th, 2016, The Broadview Hotel's lighted exterior was unveiled to much fanfare.

An innovative feature of The Broadview Hotel includes a cafe and bar serving breakfast,



sandwiches and coffee during the day, which then transforms into a champagne and cocktail bar at night. Located across the lobby is the Civic, a restaurant helmed by executive chef John Sinopoli and Erik Joyal, who also runs Riverside's Hi-Lo bar, as well as Ascari Enoteca and Gare de L'est in neighbouring Leslieville. The Civic offers whole roasts, game birds, offal and more. A 3,000 sq ft event space, the Lincoln Hall and 1,000 sq.ft. terrace are located on the second floor.

On the top floor is the glass-enclosed Rooftop restaurant with indoor and outdoor patio offering beautiful views and an incredible skylight. This space includes a "New Broadview Hotel" sign that used to hang outside the establishment. The Rooftop will offer light, seasonal dishes that are perfect to share among a group of friends.

The rooftop also showcases the Tower, a magnificent venue featuring exposed brick and wood, historic windows and a grand vaulted ceiling. The space will be available for private events such as seated dinners for 20 or cocktail receptions for 30.

Keep an eye out for little bits of the history and personality of the building that have been retained, such as wallpaper in selected bathrooms that feature pin-up girls, a reference to Jilly's.

On top of its incredible design and features, The Broadview Hotel also includes nods to Riverside and larger east end Toronto community. Apart from the décor pieces, each room has curated vinyl record collections from Riverside's own Tiny Record Shop, as well luxury toiletries from Riverdale-based Graydon Skincare. In fact, the restoration of The Broadview Hotel has taken into consideration the rich history of the building and the Riverside community. We spoke to Murray Henderson, The Broadview Hotel's General Manager:

What makes this hotel unique?

Its location: it's the first hotel east of the Don Valley, first Hotel on the cultural and programming side, east of Yonge Street.





Murray Henderson
General Manager

“It’s literally a new building inside an old skin.”
-Murray Henderson, General Manager

We are changing the landscape here. It’s a hotel that is designed and created on the concept of enhancing the neighbourhood it’s rooted in.

What makes this hotel speak to the history of the community it’s housed in?

All of the key players in the hotel are connected to the east end: myself and Les (president of Streetcar Developments) live in the east end, and Erik and John (The Broadview Hotel’s restaurateur) are pioneers of culinary establishments operating in the east end. The hotel’s whole operation in the east end gives opportunities for local people to form partnerships and enhance what’s going on in the community.

How does it connect with modern life in Riverside?

There’s a lot of modern applications of traditional elements in the hotel: when you look at the building itself there’s the rooftop glass space, and the overall space inside feels more on the contemporary side. It’s literally a new building inside an old skin. We were able to bring new life and the type of technology - such as streaming your own content on TV in your room- that the modern hotel traveller is looking for. The concept of travellers wanting to get into the culture of the city they are travelling in, that’s what The Broadview Hotel is offering.

What was the most surprising thing you discovered about the hotel in this process?

The most delightful thing we discovered was the community support: people reaching out and asking how they can help and get involved. I’ve opened a number of hotels and have never seen that before, it’s pretty motivating and energizing for us as a team.



Erik Joyal
Director of Hospitality

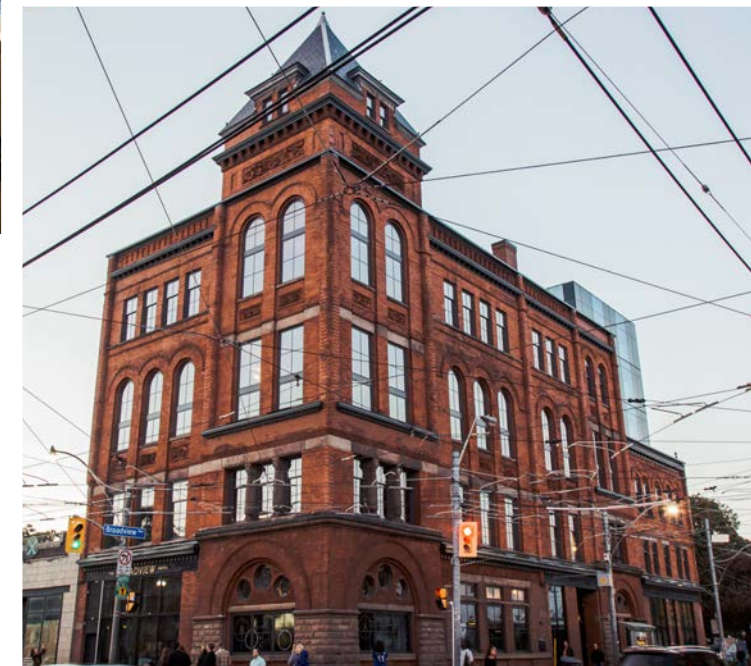


John Sinopoli
Executive Chef



Anything else to share?

I could talk for hours, but just wanted to say that I personally am really excited to be both a community member and the General Manager. Our team is excited to welcome the community and beyond to The Broadview Hotel so we can bring the building to life.



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Who's Who in the Hood

Meet the friendly faces who make Riverside a fun place to shop for products and services.



1. Switchback Cyclery

"The Riverside vibe is grass roots with an energy that invites you to be a part of it." - Steve Hunter, Manager

When you fix your bike at Switchback Cyclery, you also help mend the community. Funded in part through Sanctuary Ministries of Toronto and in partnership with the Toronto Enterprise Fund, this bike shop provides real jobs and a second chance to those who face significant employment barriers. Employees will learn valuable life lessons and have the opportunity to become pro-mechanics and professional wheel-builders in a booming industry. While a wide range of bicycles and cycling accessories are for sale at Switchback Cyclery, the shop specializes in bike repairs and tune-ups.



2. Quince Flowers

For celebrations and everyday living, visit Quince Flowers on Queen Street East - Riverside's go-to flower shop for all occasions. Located just east of the DVP, Quince Flowers specializes in customizing floral arrangements for weddings, bridal showers, birthday parties, house warming parties and so much more. Need a pick me up? Treat your own home to the ambiance and gorgeous scent of a fresh bouquet or a potted plant. Quince Flowers, which celebrated 20 years in business in 2017, also carries beautiful garden containers for patios, balconies, and indoor jungle lovers plus a variety of gorgeous potted plants.

3. Oma Chiropractic & Wellness

"What I love about Riverside is that it feels like a small town." - Adrienne McRuvie, Owner

In addition to providing chiropractic care, this warm and inviting Riverside wellness clinic also offers massage therapy, acupuncture, reflexology, naturopathic care, a great self-care store, and a host of wellness-related workshops to get you into a healthier groove. Every week you'll find something new going on at Oma. Owner Adrienne's clinic is hard to miss at the corner of Queen and Munro Street with its welcoming orange sign and cheery window displays.



4. Dimensions Custom Framing & Gallery

"For the past five years, we have watched Riverside develop and grow into a vibrant community." - Ellen Davidson, Co-owner

It seems like everything is more beautiful when it's captured in a frame, and Dimensions proves itself to be a class act in making art stand out; whether it's a three dimensional family heirloom, the cover of a vintage Rolling Stones magazine, Moleskin scribbles, Grandma's recipe for chicken soup or an original painting. In addition to custom framing on Queen Street East, Dimensions also doubles as a gorgeous two-story art gallery, featuring the work of some of North America's finest contemporary artists on its walls. Art openings and receptions are often held at this Riverside art hub.





5. BRIKA

"We opened our second BRIKA store in Riverdale just over a year ago and felt so warmly welcomed from the beginning."
- Kena Paranjape, Co-founder

For beautiful, hand-crafted artisan goods, simple interior design inspiration and gifts that will be remembered forever, check out BRIKA. This Queen Street East shop offers a colourful emporium. You'll find unique jewelry, wall art, aromatic soaps, lotions, candles and cards neatly on display throughout the space. Whether you're on a shopping mission for your new home or apartment, or in search of the perfect baby shower gift, you won't want to leave BRIKA empty handed.

7. Arts Market

"I love the vibrant community spirit in Riverside, and there's always something to see or do." - David Stamnes, Arts Market Manager

Last minute gift shopping has never been easier thanks to the Arts Market, which opened its Riverside location in 2016. With over 175 local artists and designers showcasing their one-of-a-kind crafts under one roof, the Arts Market has something for everyone, especially loved ones who are impossible to shop for. Whether you're looking for art to hang on the wall, art to wear, or art to make a statement from your living room shelf, it's guaranteed to be waiting for you here.



8. Elber's Antiques & Refinishing

"The transformation on Queen East has really been something. Exciting times ahead." - Ron Elbers, Owner

An antique dealer and master craftsman since 1985, Ron Elbers is a fountain of knowledge when it comes to your vintage furniture. Ron can tell you who made it, how rare it is, the material it's made from and, most importantly, how to restore its glory. While the front half of Elbers is a haven for art deco and custom painted wood furnishings, as well as other home decor accessories, Ron works tirelessly to bring old treasures back to life in the back of the store. Elbers specializes in all forms of restoration from a small jewelry box all the way to a hutch or china cabinet.



9. Sash and Bustle Bridal Boutique

Wedding dress shopping should be a joyful experience for a bride and her bridesmaids. Sash & Bustle offers a beautiful, intimate and relaxed atmosphere for important decision making and a carefully-curated selection of gowns for both classic and non-traditional weddings, along with bridesmaid dresses, accessories and gifts. It's worth your trip just to check out their decor and ambiance.

11. Common Sort

Located in the heart of Riverside, this boutique consignment shop is an east end trendsetter when it comes to the Queen Street catwalk. Common Sort features an abundance of carefully selected pre-loved clothing, footwear, and accessories along with a smaller selection of new items including socks and sunnies. At Common Sort, you're guaranteed to find something unique whether it's a pair of Frye boots, a vintage Max Mara dress, or destroyed denim. If it's hot on the runway, chances are you'll find it on the racks of Common Sort.



12. Baird MacGregor Insurance Brokers LP

"I love the eclectic vibe and how Riverside keeps evolving, especially the fabulous restaurant choices." - Philomena Comerford, Owner

Accountability, consistency, innovation and excellence sum up the work of Baird MacGregor Insurance LP in Riverside. Located on Queen East at Empire Avenue, the group specializes in providing cost-effective insurance, unique risk management solutions, customized insurance programs, and negotiating the best possible insurance terms for its clients. For staff, there is a private gym and a retro 1950s-style diner on the second floor for wellness and social gatherings.



6. Here & Now

"I have been so lucky to have so many wonderful repeat customers after all these years." - Harold Seligman, Owner

Everyone wants to paint the town red (once in a while) and look like a million bucks, right? Here & Now can make that happen with boldly coloured brand clothing always on sale at unbelievable prices. For 15 years, owner Harold, 'the guy behind the purple store front', says his years in Toronto's fashion industry have given him a feel for what his customers are looking for. Harold brings popular Canadian labels straight off the designers racks from Montreal's fashion week, which he attends each year.

What's All the Buzz About?

One of the neighbourhood's newest local landmarks is the Riverside Pollinator Mural on the west facing wall of 777 Queen St East. The mural was a collaboration between property owner Ron Elbers, lot owner Vivienne Ziner, and the Riverside BIA, with funding from the City of Toronto. The Mural Artist, Nick Sweetman, is an independent, multi-disciplinary artist, living in Riverside. His mural design speaks to three Riverside themes: 1) it continues the 'Time and a Clock' art theme by Eldon Garnet seen along Queen East, 2) at the same time it pays homage to one of Riverside BIA founders, watchmaker Albert Edelstein, and 3) it speaks to the hidden treasures of Riverside including natural spaces and bee hives.



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RECEPTION IS OPEN 9:30 – 4:30 PM MON-WED AND 9:30 – 8:30 PM THURS-SUN.

THE RALPH THORNTON COMMUNITY CENTRE IS A GATHERING PLACE THAT WELCOMES, CONNECTS, AND ENGAGES THE COMMUNITY IN ALL ITS DIVERSITY!



Ralph Thornton Community Centre
765 Queen Street East (at Saulters Street)

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