MADISON GROUP

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His Worship John Tory and Members of City Council
ATTN: Ms. M. Toft
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Subject: 90 Eglinton Avenue West – Response to the May 19th Letter from the Eglinton Park Residents Association suggesting a deferral is in order

We are the owner/applicant in respect of the above-noted matter, whose application was recommended for approval by City Staff, which recommendation was endorsed by Community Council.

We are writing in response to a letter filed by one of the residents' association in the area, which letter does not properly and/or accurately reflect the reasoning behind City Staff and Community Council's approval. The following is a brief response to the assertions made in the letter noted above:

1. This application was the subject of a three **(3) year public process**, which included consultation both prior to and following the formal submission of our application, which application was substantially reduced and revised as a result of the input from the local community and City Staff. To suggest that an application which has been the subject of a three-year process is somehow premature, is simply put, unfair;

2. There is a suggestion that the City Staff report failed to properly consider the **"Eglinton Connects Study".**

    - Firstly, this application pre-dated the study, nevertheless, the original recommendation of Community Council ensured that a balanced approach was taken to allow a fulsome public process to take place where the applicant and the City would consider the original tall building proposal, coupled with the "Eglinton Connects Study".

    - Within the detailed planning staff report, neither City Staff nor the applicant pre-supposed the importance of the application timing and/or the Eglinton Connects Study recommendations, both of which were carefully considered when the proposal was significantly reduced and revised.

    - The overall height of the podium and tower were reduced, we agreed to acquire additional lands to the north to accommodate the Study's recommendation to create a public laneway, all of which confirm that such Study was carefully reviewed and considered throughout the extensive three-year process.

3. The final criticism seems to be focused on the **office replacement**, which again, was carefully considered by City Staff and our company. Although the office replacement policies were under appeal, we were asked to consider the maximum office replacement possible, while ensuring that

such replacement did not create a podium height which would offend the emerging policies and guidelines set out in the Eglinton Connects Study.
A balance of these two important issues were considered, resulting in our company agreeing to replace 50% of the office uses previously located on site, while at the same time, reducing the mass and scale of the podium to properly respond to the specific direction set out in the Eglinton Connects Study.

This is a proposal that has gone through a complete redesign, reducing the height of the tower down to 24 storeys (15 storeys lower than the 39 storey tower approval located one property to the east).
We are a company that prides ourselves on being cooperative in our approach, having taken a practical and patient attitude towards the process, and agreeing to a substantial community benefits package which included the acquisition of parkland within the immediate area. An approach, we hope, is rewarded by Council's adoption of the City Staff recommendation of approval.

Sincerely,

Miguel Singer

Madison Group