



November 14, 2017

10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2
Attention: Nancy Martins

RE: PG24.10 Midtown in Focus – Proposals Report

Dear Chair David Shiner and Members, Planning and Growth Management Committee,

The South Eglinton Ratepayers' and Residents' Association (SERRA) represents residents in the Toronto neighbourhood of Davisville and Eglinton South and has proudly served our area for 50+ years. Our neighbourhood is located entirely inside the Yonge-Eglinton Secondary Plan study area and comprises the largest catchment region in the study area

The Midtown in Focus initiative has been SERRA's primary focus for the last few years ... it will determine the FUTURE of our neighbourhood!

We are in support of the intent and general direction of the Proposals Report and look forward to participating in any further consultations that will lead to an amendment to the Official Plan in the second quarter of 2018 or sooner.

We commend the City planning team for an excellent plan and the extensive consultation they have undertaken over a 2 year period with a large number of stakeholders, involving many city planners, frequently on evenings and weekends.

We also commend the cooperative efforts of the Yonge – Eglinton area Councillors and their staff - Josh Matlow, Christin Carmichael Greb and Jaye Robinson - in their active support of this initiative.

In particular, we appreciate the following elements in the Proposals Report:

- the recognition of the diversity in our neighbourhoods with the identification of some 23 “character” areas;
- the effort undertaken to research each “character” area and develop a unique vision and development plan for each of those areas;
- the comprehensive scope of the study, including land-use designation, built form regulation, heritage, public realm, parks and open spaces, housing form, community services & facilities, and (still to be completed), infrastructure and transportation;
- the clear and detailed policy directions provided, replacing the sometimes vague planning regulations of the existing Secondary Plan;
- the recognition that current and future development needs to be coupled to existing and future planned infrastructure;
- the heightened focus on heritage elements in the plan area.

Sincerely Yours,

Andy Gort, President
South Eglinton Ratepayers’ and Residents’ Association

cc. Councillor Josh Matlow, Ward 22
Councillor Christin Carmichael Greb, Ward 16
Councillor Jaye Robinson, Ward 25
Gregg Lintern, Acting Chief Planner and Executive Director, City Planning
Paul Farish, Senior Planner, Strategic Initiatives, City Planning
Cassidy Ritz, Project Manager, Strategic Initiatives, Policy & Analysis
Board Members, SERRA