



Committee Chair & Members
Planning & Growth Management Committee
City of Toronto
100 Queen Street West
Toronto, Ontario
M5H 2N2

November 14, 2017

Dear Chair and Members:

Re: **PG 24.10 Midtown in Focus: Proposal Report**

We are writing in response to the City of Toronto's proposed Yonge-Eglinton Secondary Plan.

Rockport is now in its' 60th year of successful real estate investment activity and has developed in the City of Toronto and other parts of the GTA. This long-term success has been in part, due to our firm's ability to understand trends in the marketplace over economic cycles as well as the evolving planning policy framework from the different levels of government.

It is with this in mind that we wish to inform you of our concerns with the proposed secondary plan. Rockport shares the view that midtown should evolve as a liveable and complete community. For this vision to be realized, we believe that midrise development will be a prominent housing form. However, many of the proposed policies in the secondary plan will result in the inability for developers to bring this type of product to market, save for the small component of the market for whom price isn't a concern.

We believe that the secondary plan as proposed, is overly prescriptive. Its' requirements for unit mix and sizes among other matters are unrealistic. Midrise development cannot bear the burden of such regulatory policy.

We welcome the opportunity to meet with planning staff to discuss our specific concerns in more detail. To that end, we hope to work with the City to find a balance in the polices to help achieve the desired outcomes of balanced growth and complete communities in the midtown core.

Thank you for the opportunity to submit our concerns to you. Please feel free to contact the undersigned if you have any questions.

Yours very truly,

Rockport Group Inc.



Michael Tucci
VP, Acquisitions & Development