



Jan 4, 2021

Dear Members of the Infrastructure and Environment Committee,

We are writing today to affirm our support for the staff recommendations in item IE19.11 yongeTOMorrow - Municipal Class Environmental Assessment on Yonge Street from Queen Street to College/Carlton Street which will be discussed at the January 11th committee meeting.

The City of Toronto is mandated to replace a failing water main that is over 100 years old and buried directly under downtown Yonge Street. This will require major construction, and disruption in the area. What is being decided today is how we decide to put the road back together.

yongeTOMorrow is a once-in-a-lifetime opportunity to transform Yonge Street into a world-class, 21 century urban destination that supports critical public health objectives - for a world with COVID-19 and beyond. yongeTOMorrow proposes a full and flexible redesign of the street from College St, south to Queen St, where sidewalks will be expanded, vehicle lanes modified, restaurant patios extended, and street furniture and streetscape elements added.

Lined with brand destination retailers, restaurants, music venues, theatres, the Eaton Centre, and Yonge Dundas Square, yongeTOMorrow is our chance to bring one of Toronto's most historic and culturally important streets back onto the world stage. In the wake of the successful ActiveTO and CafeTO initiatives, this is the moment to mobilize huge public support and think boldly about the future of this iconic city street. This is the time for yongeTOMorrow.

At TIFF, every September, the world comes to Toronto to see the best of Canadian and international cinema. Part of what makes this possible is showcasing transformative films at the Elgin and Winter Garden Theatre on Yonge Street. For decades, this historic site plays a significant role in our ability to attract tourists and talent from all over the world. Yonge Street is a part of TIFF.

Downtown Yonge St is a neighbourhood's backyard and a country's Main Street. yongeTOMorrow needs to cater to both. This proposal addresses the hyper-local needs of a community, while also strengthening the long-term economic development and success of the whole city.

We urge you to support this once in a lifetime opportunity to amplify Yonge Street's prominence as a vibrant, pedestrian-prioritized, globally significant and flexible destination street.

Cameron Bailey
Artistic Director and Co-Head
Toronto International Film Festival

Joana Vicente
Executive Director and Co-Head
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TIFF is a charitable organization with a mission to transform the way people see the world through film.