

**MADGE AND MERCER**  
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PROVISIONS FOR LIVING WELL™

Jan 9, 2021

Dear Members of the Infrastructure and Environment Committee,

As the former CEO of Design Exchange, founder of EDIT and the Interior Design Show as well as numerous other largescale cultural engagement programs, I'm writing today to affirm my support of an exciting initiative - 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 11<sup>th</sup> committee meeting.

The City of Toronto is mandated to replace a failing water main that is over 100 years old and buried directed 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 our 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 Yonge TOmorrow.

This is a beautiful and thoughtful example of the great urbanist Jane Jacobs' view on the importance of designing streets for human (rather than automotive) interaction. It's also an incredible opportunity to use design/creative thinking to approach great challenges and create global impact. And finally, this dovetails seamlessly with many of the UNDP's Sustainable Development Goals 17 goals designed to be a "blueprint to achieve a better and more sustainable future for all", in particular addressing issues of equity and diversity and sustainability.

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.

I 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.

Shauna Levy

Founder, MADGE AND MERCER, Interior Design Show, EDIT, The Yoga Show and Conference;

Former CEO, Design Exchange