



January 8, 2021

**Attention: Infrastructure and Environment Committee**

Dear Members:

I am writing today to affirm my 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 11<sup>th</sup> committee meeting.

I understand that 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.

As the Founder and CEO of one of Canada's leading Experiential Marketing™ firms, I strongly believe that this initiative could be instrumental in further elevating the City's brand as a World class city and destination, driving incremental tourism and domestic visitors.

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.

Peri Luel  
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