

Starvox Entertainment  
320 Davenport Rd, Unit 2  
Toronto, ON  
M5R 1K6



Jan 11, 2021

Dear Members of the Infrastructure and Environment Committee,

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.

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. For Starvox Entertainment this project is very important, as our Immersive Van Gogh Exhibit is located at 1 Yonge Street. Future of Yonge Street is our future too.

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.

Sincerely,

A handwritten signature in black ink, appearing to read "Corey Ross", is written over a light blue horizontal line.

Corey Ross  
President !