

**PUSATERI'S**  
FINE FOODS

MM33.24.4

May 9th, 2013

Dear Members of Toronto City Council,

RE: Item MM33.24

It is my understanding that a compromise solution brought forward in a Staff Report will be considered today by members of Toronto City Council.

The compromise, which proposes a narrower and shorter lay-by, is something that Pusateri's can support as this will allow us to continue to operate at the Bay Street location and continue providing service to our loyal customers.

As you review this report today, I urge you to consider how critical this lay-by is to the Pusateri's store in Yorkville. Its removal will prevent our ability to run this store successfully.

Over the years we have made business plans based on the July 2003 City Council resolution. Unlike many other lay-bys before and after, this resolution required that Pusateri's pay \$75,000 for the installation of the lay-by and that the lay-by would exist until the Council designated end time of "should the valet service be no longer viable or required, the sidewalk and original curb line be reinstated at the applicant's cost."

While we were disappointed when we learned that the City would not uphold this agreement, Pusateri's remained committed to working with the City to find viable solutions.

The July 2003 council approval for this lay-by was the primary reason I agreed to lease this space originally.

The lay-by is a critical part of the business model as more than 40% of Pusateri's revenue comes from customers who utilize the lay-by and the free valet service we provide them. Without it, we will no longer be able to run this location and unfortunately, will not be in a position to renew the lease. Let us not forget the impact that this will have on the more than 100 full and part time employees of Pusateri's at this location.

I respect the consultation process that Council and our local Councillor has voted to undertake, and with Councillor Wong-Tam's encouragement, Pusateri's retained the traffic engineers, LEA consulting, to do a complete study of the issue and propose alternatives/options that will be mutually beneficial.

Beyond simply saying status quo is the only option, we presented several options and we continued to engage with Councillor Wong-Tam, her staff, community representatives, and Transportation Services staff to try to find a viable solution.

Beyond economic viability, public safety is critically important to us. It is important to note that there have been no incidents since the installation of the lay-by. Pusateri's believes that any solution agreed to should never compromise public safety.

In conclusion, I believe this store has contributed to the vibrancy of the neighbourhood and I know it has been promoted by many new condo projects as an important amenity in the neighbourhood. The lay-by has worked well for over 8 years.

It is my hope that Council supports the staff report and allows Pusateri's to continue to be a part of this vibrant community.

Thank you,

Frank Luchetta  
Pusateri's Fine Foods

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