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The West Bend Community Association
Toronto, ON
647-478-8457



January 13th, 2020

Dear Councillor Gord Perks,

The West Bend neighbourhood has the distinct honour of being located adjacent the intersection of no less than three Avenues as designated in Toronto's Official Plan. This is an indication of the significant potential for the neighbourhood and also highlights the significance of this area as a template for sound development practices throughout the City of Toronto. Avenues are identified as arterial corridors that can attract jobs and residents while respecting the existing character of the neighbourhood. It is our existing character that currently lacks sufficient definition and is therefore under threat.

In reality, we are seeing significant development pressure in the area overwhelm the capacity of the Official Plan to ensure sustainable growth along our main streets, consistent with the Avenue designation. The mid-rise guidelines put in place to ensure manageable growth are regularly disregarded by developers focused on maximizing their profits, site by site. We saw this take place on Bloor St. a decade ago, and we're seeing the same thing play out along Dundas Street today.

The West Bend Community Association strongly believes that a comprehensive Avenue Study is the best tool we have available to reinforce appropriate planning in our Avenue-rich neighbourhood. The Bloor St. Avenue Study has had positive outcomes benefitting both residents and developers. We believe an Avenue Study on Dundas West, extending from the prior study extent near Bloor through the Junction and to the other end of the Avenue at Jane St, is critical to maintaining our healthy local neighbourhoods and for promoting a Livable City, Toronto-wide.

Together with the new Junction Community Association, the Runnymede Village Neighbourhood Association, and all of our neighbours that favour positively advancing our thriving community, we urgently request you do everything in your power to promote and initiate an Avenue Study for Dundas West, as soon as possible. We have little doubt this is one of the highest-priority studies the City could undertake.

The volume of new development proposals along Dundas St. W. is already too much to address effectively each one-by-one. This imbalance consistently benefits short-term invested developers at the expense of the ongoing needs of the community. We need your help to ensure the significant level of proposed development is handled in a way that respects the community, its residents, and its long-term vitality.

An Avenue Study is by-far the best way to engage with residents to develop and solidify our plan for our neighbourhood. We have the enthusiasm, the experience, and the commitment to see it through. What we ask is to be given the opportunity before it is too late.

Best regards,

A handwritten signature in black ink, appearing to read 'Timothy Noronha', with a long horizontal line extending to the right.

Timothy Noronha
Chairperson :: The West Bend Community Association
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