

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 11th committee meeting.

The City of Toronto is mandated to replace a failing water main that is over 100 years old and buried directly under Yonge Street, which will require major construction and disruption in the area. This endeavour provides the city with an opportunity to re-build the area and re-position Yonge St as the evocative destination it once was.

yongeTOMorrow is our opportunity to transform Yonge Street into a world-class, 21st century, urban destination that supports critical public health objectives. 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 broad public support and think boldly about the future of this iconic city street. This is the time for change.

As a proud Toronto born and raised resident, and owner of a global business, I have had the opportunity to see many of the world's greatest cities. With this redevelopment, we have the opportunity to raise the global perspective of our great city. 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 embrace this timely opportunity to amplify Yonge Street's prominence as a vibrant, pedestrian-prioritized, globally-significant and flexible destination street.

Sincerely,



Eric Brass
CEO, Tequila Tromba

01 / 08 / 2021

Date

