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**To:** [Planning and Housing](#)  
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**Subject:** PARKING :: RAPP OPTICAL STORE 788 College St Toronto  
**Date:** November 8, 2021 8:06:14 AM

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Date: Mon Nov 8, 2021

To: City of Toronto

Thank you for hearing my concern regarding parking on College Street. This is version 2 of my letter indicating serious retailer/consumer issues regarding accessible parking for consumers.

Over the last -6- months, I have received **dozens** of complaints from clients, as well as potential clients, that they are unable to find suitable parking in order to shop at my retail store.

Usually consumers will visit my shop first, and then move towards neighbouring stores and coffee shops. I am constantly referring clients who visit her shop to other retail neighbours.

I cannot estimate a dollar value in lost revenue, but I have received dozens phone calls from frustrated and disappointed consumers who expressed concern that they drove out of their way to visit my store, and then were unable to find parking, and so left without visiting my store.

Because business is so precarious due to Covid, we are struggling to keep our staff and clients alike.

My neighbor retailers and I would be grateful if the City of Toronto would consider our livelihoods, as well as making our services easily accessible to consumers who travel to our neighbourhood as a **destination**.

Best Regards  
Mel Rapp  
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