



Tuesday June 27, 2023

City of Toronto Planning and Housing Committee  
Toronto City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

via Email

Re: Item PH5.3 - Proposed Conversions at 340-364 Evans Avenue and 12-16 Arnold Street (South Etobicoke)

Dear Chair - Planning and Housing Committee,

On behalf of Steam Whistle Brewing, I am writing to express our opposition to the proposed land conversion requests in South Etobicoke, in particular the above noted site located only 1 km away from our main production facility at 249 Evans Avenue. I would like to bring to your attention the potential negative consequences such a change would have on our company and the local community.

Firstly, let me provide a brief background of Steam Whistle Brewing. Having started over 20 years ago, we have experienced remarkable growth and become a prominent presence in Toronto. Our workforce has expanded from 5 employees to over 200, with a majority of them residing within a 30-minute commute to either of our two brewing facilities. Steam Whistle offers a diverse range of employment opportunities, ranging from entry-level positions to skilled trades, marketing, sales, executive positions, while promoting internal career advancement.

We are acutely aware of the growing concerns among South Etobicoke residents regarding truck traffic conflicts and the pressure for businesses like ours to relocate. Steam Whistle Brewing relies heavily on the fast and efficient movement of goods while also striving to maintain a positive public image and minimize complaints made by members of the community. That is precisely why we carefully selected the 249 Evans location, which plays a vital role in protecting the last section of major roadway providing direct highway access, completely avoiding residential areas.

One crucial aspect I wish to emphasize after years of operating in the downtown core is Steam Whistle Brewing's experience with land use conflicts and the challenges of finding adequate space for expansion. As a brewery, we are subject to some of the most stringent environmental approvals and are directly impacted by the proximity to sensitive residential land uses. These are some of the main reasons why we chose our current location at 249 Evans. We required a site that would accommodate our brewery's full growth potential, eventually enabling 24-hour production. In fact, we have already expanded our footprint by leasing an adjacent industrial building for storage purposes. Moreover, our company relies on a vast network of local suppliers, underscoring our concern for the potential loss of land and the impact it would have on the vital food and beverage sector.



To maintain our confidence investing in this area, we urgently need the assurance of long-term land use certainty. Our current location is not only crucial to our operations but also contributes to the overall business ecosystem in the area.

Consequently, we strongly believe that the proposed land conversion request would only harm our business and industry without offering any tangible benefits. The proposed residential development is also ill-suited for a thriving business environment and would create an isolated living environment for future residents and families.

Steam Whistle Brewing aims to continue its growth and expansion, but such aspirations would be severely hindered by a major change in the area we conduct business. Therefore, we sincerely hope that the committee members will carefully consider the long-term implications and refuse this request.

Thank you for your attention to this matter. Should you require any further information or have any questions, please do not hesitate to reach out to us.

Yours sincerely,

O'Neil Taylor  
Quality Assurance Manager  
[oneil@steamwhistle.ca](mailto:oneil@steamwhistle.ca)

CC:  
Ward 3 Councillor Amber Morley  
Councillor Shelley Carroll, Chair, Economic and Community Development Committee  
Office of the Mayor, City of Toronto