

West Toronto Junction Historical Society
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May 6, 2023

Nancy Martins, Administrator,
phc@toronto.ca
City of Toronto Planning and Housing Committee
100 Queen St. W., 10th floor, West Tower
Toronto M5H 2N2

Re: Conversion Request #044, Vine Ave., 36-162, Parkdale-High Park, Ward 4

The West Toronto Junction Historical Society (WTJHS) supports the continued planning designation of Core Employment Area for this area on the north side of Vine Avenue. It is home to a thriving group of businesses linked to the Junction Business Improvement Area.

For many decades, the WTJHS has worked hard to ensure the vibrant Junction region remains true to its roots and the rich history in the community. Our vast membership base has been quite vocal in its support for the continued planning designation outlined above in order to maintain the vibrant businesses and historically significant building at the addresses above.

Three of those businesses are located at 108 Vine Ave. in an architecturally significant heritage building. The design of the factory, built 1934-1935, has been compared to that of a French chateau. It first housed Dr. Jackson's Roman Meal, manufacturing breakfast cereal; later it was the home of Canadian Rogers Eastern, an architectural metal fabrication company that supplied and built the curtain walls for the towers at city hall.

Please don't hesitate to reach out should you wish to discuss this further.

Yours sincerely,

Christian von Donat

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