

April 5, 2024

Etobicoke York Community Council
Etobicoke Civic Centre
399 The West Mall
Toronto, ON M9C 2Y2

Dear Chair and Members of Community Council:

Re: Item EY12.2, 1911 Finch Avenue West (Jane Finch Mall) – Official Plan Amendment and Zoning Amendment Applications – Decision Report – Approval

Urban Strategies Inc. is acting on behalf of Brad-Jay Investments Ltd., the Owners of the Jane Finch Mall, in advancing an Official Plan Amendment (OPA) and a Zoning By-Law Amendment (ZBA) for 1911 Finch Avenue West (“the Site”) (23 184369 WET 07 OZ and 23 238316 WET 07 OZ). We are writing to express our support for City Staff’s recommendation for approval of these important applications, which aim to establish a long-term framework for incremental change on the Mall Site and were shaped by more than two years of engagement with the local community through the “jfm+” visioning process.

The jfm+ process went beyond the typical development planning process for a privately owned site, engaging early with community members and at key stages throughout the development of the Proposal. Over two and a half years, the jfm+ process engaged 2,000+ community members – including representatives from 35+ community organizations, and using a variety of methods including many sessions hosted at the jfm+ Community Engagement Space in the Mall. The key to delivering this process was an engagement team of over 15 local residents and leaders actively engaged in the community. We are grateful for the expertise, time, resources, and input provided by the community throughout the jfm+ process and the long history of grassroots work they have undertaken over the years, on which this proposal builds.

In recognition of the City’s concurrent Jane Finch Initiative (JFI) process, several meetings were also held with the City’s JFI team, the JFI Community Advisory Committee, and Councillor Perruzza’s Office to engage on the evolution of the Proposal and work toward alignment between processes. Our team appreciates the collaboration shown by City Staff, the open lines of communication, and the sharing of feedback.

This highly collaborative approach has resulted in a Proposal that aligns with the City’s Draft Jane Finch Secondary Plan and reflects community input. Approval of these applications will deliver new homes, shops, services, and community facilities at transit-oriented densities, with new walkable streets, vibrant and inclusive parks and open spaces, and more – all of which will maintain the Site as a community anchor, and place of connection that supports the community’s daily needs. We appreciate Staff’s time and efforts in moving this important city-building opportunity forward and support their positive recommendations.

Yours very truly,

URBAN STRATEGIES INC.



Emily Reisman, MCIP, RPP
Partner



Craig Lametti, MCIP, RPP
Partner