

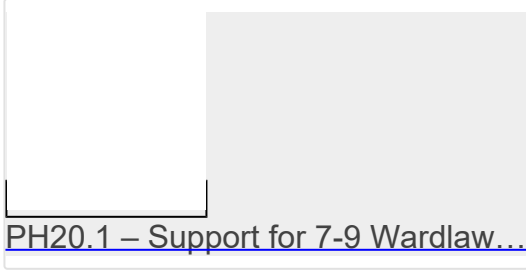
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**From:** CTRL Marketing <hello@ctrlmarketing.ca>

**Sent:** April 10, 2025 9:02 AM

**To:** Planning and Housing <phc@toronto.ca>

**Subject:** [External Sender] PH20.1 – Support for 7-9 Wardlaw Crescent



To the City Clerk:

Please add my comments to the agenda for the April 10, 2025 Planning and Housing Committee meeting on item 2025.PH20.1, 7-9 Wardlaw Crescent - City-Initiated Zoning By-law Amendment - Decision Report - Approval

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Thank you,

Leah Sota

CTRL Marketing

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April 10, 2025

To: Members of the Planning and Housing Committee

City of Toronto

**RE: PH20.1 – Support for Zoning Amendment at 7-9 Wardlaw Crescent**

Dear Committee Members,

As a local business based in North Etobicoke, CTRL Marketing is proud to voice our support for the proposed zoning amendment that will allow the creation of 51 new supportive housing units at 7-9 Wardlaw Crescent.

Affordable housing isn't just a policy issue — it's a community issue, and one that deeply affects the wellbeing of our neighbourhoods. We work directly with local entrepreneurs, creatives, and organizations across the city, and one message we continue to hear is clear: stable housing is foundational. It impacts everything — access to work, education, safety, and opportunity.

This development is a necessary step in addressing Toronto's housing crisis and reflects the kind of forward-thinking solutions our city needs more of. It's not just about adding units; it's about creating real homes — spaces that are safe, supportive, and inclusive for seniors, youth, newcomers, and 2SLGBTQ+ residents.

We believe in a Toronto where everyone has the chance to thrive. That starts with ensuring people have a place to live — and a chance to build from there.

We urge the Committee to approve the zoning by-law amendment and continue championing initiatives that prioritize care, inclusion, and long-term community impact.

Sincerely,

CTRL Marketing

North Etobicoke

hello@ctrlmarketing.ca

[www.ctrlmarketing.ca](http://www.ctrlmarketing.ca)