



HousingNowTO.com

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April 9, 2025

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

RE : PH20.1 - 7-9 Wardlaw Crescent City-Initiated Zoning By-law Amendment - Decision Report - Approval

Members of the Planning and Housing Committee:

Volunteers from our **HousingNowTO.com** civic-tech and open-data project 100% agree with the city staff report for APPROVAL that is before you today with the current fifty-one (51) unit proposal - and lend our strong support for this new permanent Supportive Housing site as proposed.

We are disappointed by active NIMBYism and mis-information campaigns that have been conducted by local homeowner groups in Etobicoke North, and especially by the participation of some members of the City-supported '**Albion Islington Square Business Improvement Area**' BIA group.

Instead, we would ask you to listen to the voices of people who show up with facts about supportive housing projects and their benefits - rather than parochial fearmongering. City councillors need to listen to the support from –

- ***More Neighbours Toronto***
- ***Salvation Army Islington Seniors' Shelter***
- ***Maytree Fellow - Diana McNally***
- ***Sistaz In Sound***
- ***Rexdale Community Legal Clinic***
- ***Toronto Alliance to End Homelessness***

Please approve this City Initiated Rezoning as drafted by staff – and send it to City Council with your full support..

Our volunteers are always willing to share open and accurate data on affordable-housing with any City Councillor or community group that requires it to help ensure your on-going success in meeting the City of Toronto's HOUSING 2030 approved targets.

Yours,

Mark J. Richardson
Technical Lead – [HousingNowTO.com](https://housingnowto.com)

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**PH20.1 - 7-9 Wardlaw Crescent - City-
Initiated Zoning By-law Amendment -
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Moving Beyond NIMBY-ism

(Planning & Housing Committee)

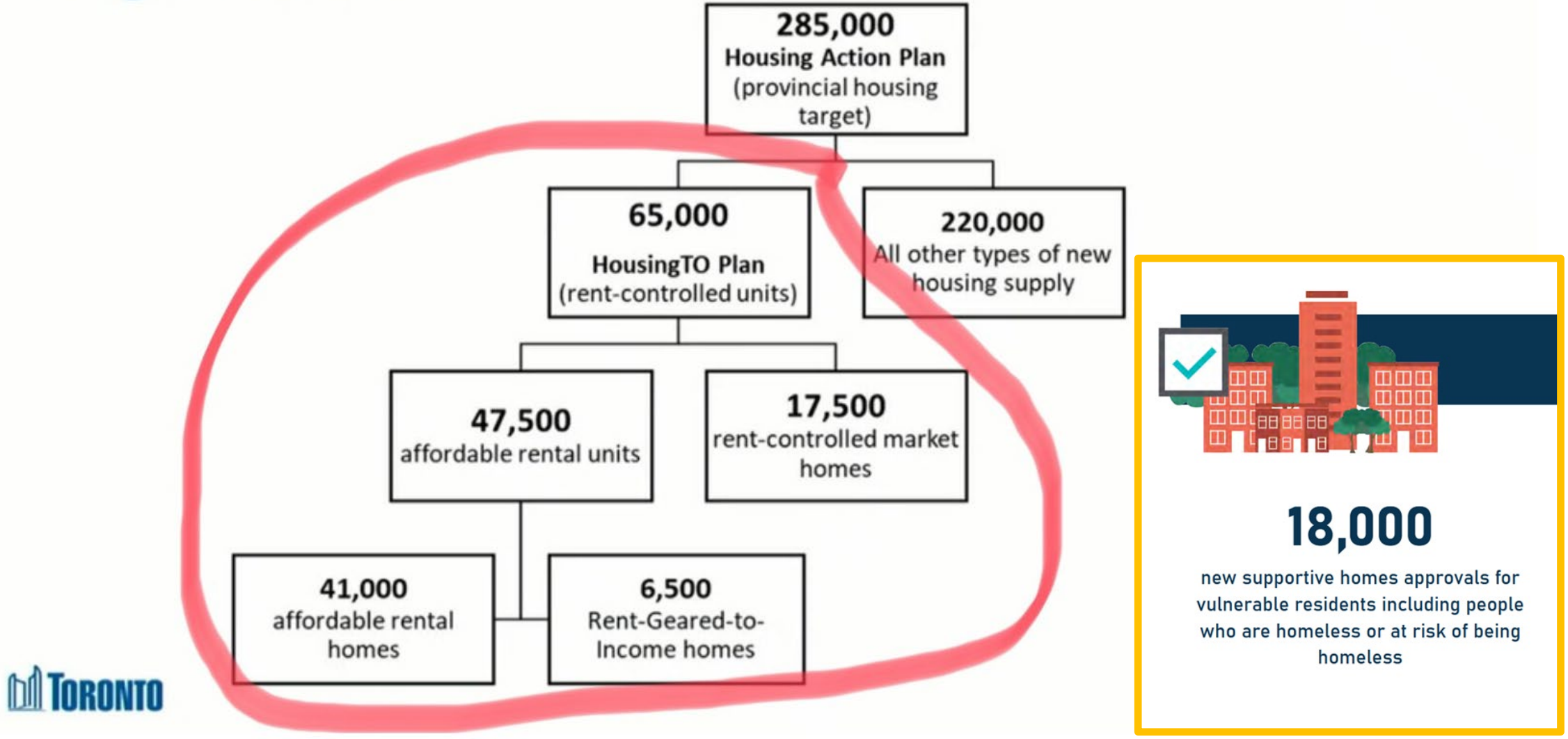
Mark Richardson, Volunteer Technical Lead

April 10, 2025

CONTACT – info@HousingNowTO.com

TWITTER - [@HousingNowTO](https://twitter.com/HousingNowTO)

Putting the Targets into Perspective – The ‘Big Picture’





7 – 9 WARDLAW CRES (Etobicoke North)



View of the site from the north side of Wardlaw Crescent



Statistics

Lot Area: 1,867.5 sm

FSI: 1.5

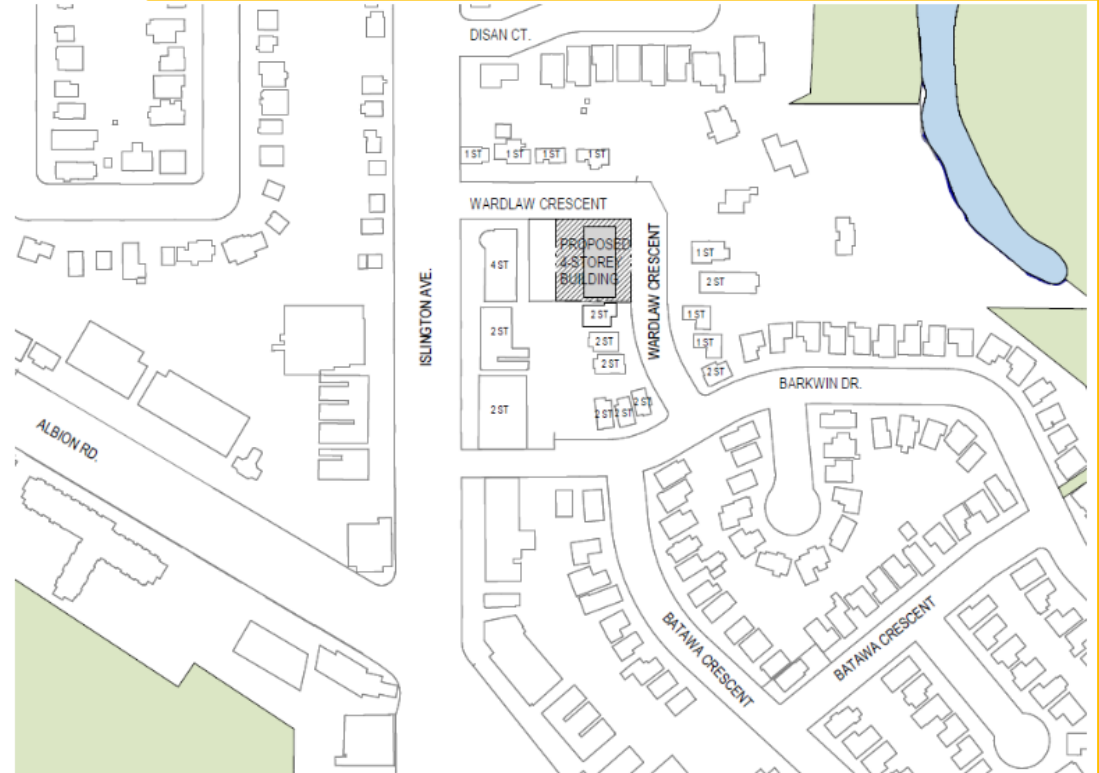
Height: 4 storeys (15 metres + MPH)

GFA: 2,758

Dwelling Units: 51

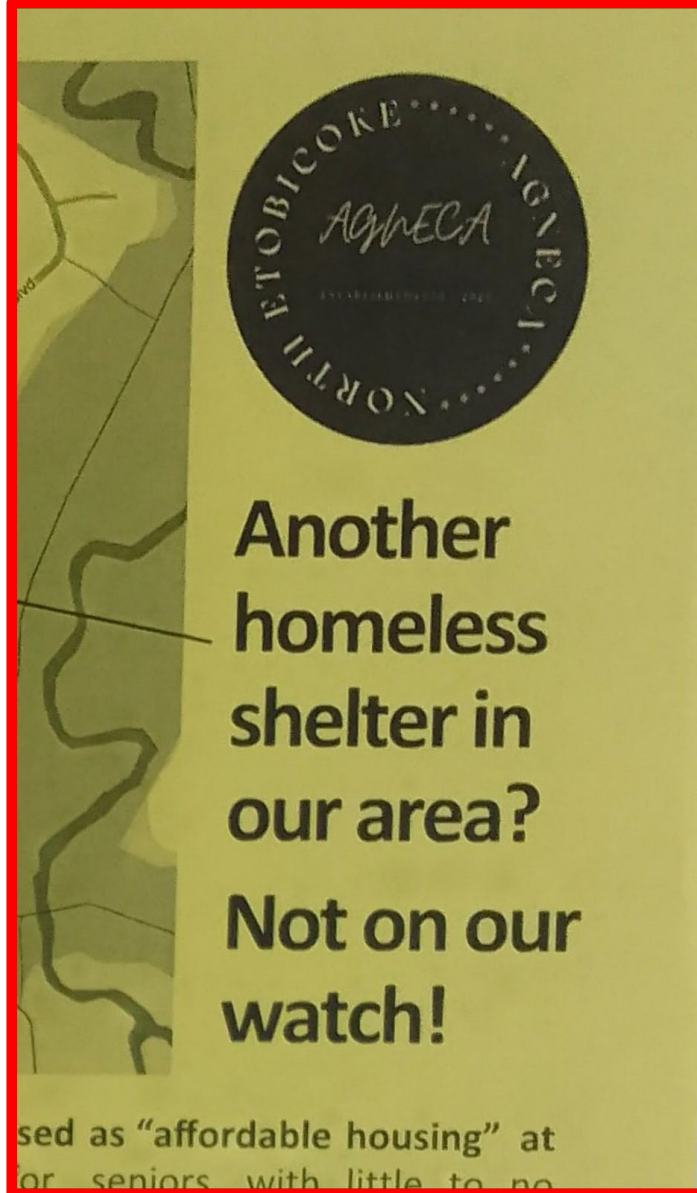
Vehicular Parking: 0

Bicycle Parking: 40





“NIMBY” over-reaction is often public DEFAULT



Recurring social-media patterns of -

- **Misinformation**
- **Disinformation**
- **Moral-Panic**



Happy Easter and a Blessed Holy Week..!





Volunteer Team - Contact Information

H2 | REAL ESTATE

G THE GLOBE AND MAIL | FRIDAY, SEPTEMBER 25, 2020



Left to right: Housing advocates Andrea Adams of St. Clare's, Rich Analytics chief technology officer Mark Richardson, Smart Density's Joshua Papernick, architect Naama Blonder, urban planner Alexei Guerra and Diane Dyson of The Neighbourhood Group gather at 2444 Eglinton Ave. East in the Scarborough neighbourhood of Toronto. Their work aims to ensure that when the City of Toronto builds affordable housing on this site through its Housing Now initiative, the maximum number of units is built. DAVE LEBLANC/THE GLOBE AND MAIL

HousingNowTO

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