



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

October 29, 2025

Re: PH25.3 EHON Neighbourhood Retail and Services Study

Dear Councillor Perks, Chair and Members of the Planning and Housing Committee,

The Long Branch Neighbourhood Association (LBNA) is an incorporated, not-for-profit residents' association in the South West corner of the city. There is an Avenue that runs through the centre of our Neighbourhood that already makes Long Branch a very walkable community. There are coffee shops, hair salons, variety stores, restaurants, etc. along with a disturbing number of cannabis and vaping establishments along with a number of vacant storefronts.

Allowing as-of-right retail, restaurants, coffee shops and services in the interior of the neighbourhood beside parks and schools and already zoned commercial areas would dramatically detract from the gradual revitalization of our Avenue Lake Shore Boulevard West. And there certainly is not a need for more cannabis and vaping establishments as they already far exceed any conceivable local demand.

The City cannot regulate the number or the type of businesses and the City is not planning to regulate the hours the proposed businesses could operate. There is no accurate evidence showing local demand inside all Neighbourhoods. Data shown during the consultations was inaccurate for our Neighbourhood. There may be areas of the City where there is such demand and if so, then that is where the City should certainly focus their efforts.

But City-wide policies are not and should not be pursued when it comes to Retail and Services in Neighbourhoods. Notably, the City did no "pop-up" consultations in our part of the City. The vast majority of residents are unaware that the property next to them could be eligible for a wide variety of retail and commercial uses at all hours of the day and night if this were to be approved.

Results of the survey conducted by the Coalition of Toronto Residents' Associations (COTRA) showed that 95% of the over 1,000 Etobicoke residents who participated said that they did not support changing the zoning to allow the proposed businesses to open inside interior of Neighbourhoods.

It is expected that this would negatively impact businesses on the Avenues in our Neighbourhood yet no analysis was shared with the public on how these businesses would be protected. Our parks are on the Waterfront trail that are heavily used by walkers, runners, dog walkers, bicyclists, etc. The addition of retail near parks along the waterfront trail with the accompanying delivery vehicles and additional traffic will be unsafe as the local roads are not designed for additional traffic and congestion and will work against the goal of making neighbourhoods more walkable.

We therefore urge this Committee to not approve these changes city wide but to send the matter back to staff to consult with all Neighbourhoods and identify the areas of the city where there is a need. Also show how existing commercial space on the Avenues will be better protected at the same time.

Sincerely,
Steve Vella
Vice Chair, Long Branch Neighbourhood Association