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July 27, 2026

Sent by EMAIL

City Clerk
City of Toronto

**R E : CC43.30 - 2 Whitney Avenue - Application to Erect a Structure in the North
Rosedale Heritage Conservation District**

Dear Members of Council,

My name is Michael McClelland. As a heritage architect and principal author of the North Rosedale Heritage Conservation District study of 2004, I am very familiar with the District.

I am aware that Heritage Planning staff originally wrote a report refusing permission to erect a structure on Sept 22nd 2025, and then on July 6th wrote a second report recommending approval. I will not comment on the staff reports; I will comment, as a heritage architect, on the application before you.

My concern is the impact of the wall and its precedent-setting nature within the heritage conservation district of North Rosedale. The proposed wall ("the Whitney Wall"), which is already partially built, juts out from a wedge-shaped corner lot at a prominent intersection of Glen Road and Whitney Avenue. The immediate context includes the Rosedale United Church to the north, Whitney Park to the west, and the other stately homes surrounding the park which provide generous landscaping in the yards. This landscaping often incorporates the public right-of-way. This particular context is important to consider when evaluating the Whitney Wall as it is in a high profile and well-travelled location. There are other walls in Rosedale, but each should be considered on its own specific merits related to context and adjacencies. The Whitney Wall is inconsistent with adjacent neighbours, both on Glen Road, on Whitney Avenue, and Whitney Park. This wall, given its length and height, is inappropriate for the neighbourhood.

In North Rosedale, as in most residential areas in Toronto, the established pattern is to have a landscaped front and side yard as well as landscaping on the boulevard or the public right-of-way. The extensive and varied landscaping in the front and side portions of the neighbouring residential lots is what gives North Rosedale its particular character. An imposing masonry wall is not appropriate for this district. Constructing a significant masonry wall in the front yard, thus obscuring or cutting short the perceived extent of the landscape, should be avoided, especially if it is not part of a pattern of development on adjacent properties. Each property's front yard contributes to an overall shared streetscape.

With the Whitney Wall, not only are the front and side yards completely blocked from public view, but also a large portion of the public right-of-way is behind a tall masonry structure. I am advised that

more than 3,000 sq ft of public right-of-way will now be privatized and either occupied by the walls or located behind the walls.

I also note that the application proposes a large family crest and motto placed prominently at the corner. I understand that the crest is also the business logo of the McGrath restaurant and related merchandise. Placing a business logo on a wall in such a prominent location in a residential area is inconsistent with North Rosedale's heritage streetscape. Images of the two crest/logos are attached. Road allowances are intended to set aside permanent rights-of-way for public use. This public use may be for underground services or for other needs. For pedestrians, the road allowance permits sufficient space for a sidewalk and the assurance that as a pedestrian, you are not pushed to the street and have ample room to walk. The Whitney Wall, built so close to the sidewalk, tightens the pedestrian space in a manner inconsistent with the adjacent properties in North Rosedale.

The Whitney Wall, if approved, will radically transform rather than enhance the heritage landscape of North Rosedale.

North Rosedale is a heritage conservation district noted for its leafy and landscaped setting. There is breathing room for pedestrians on its sidewalks. Its road allowances – publicly owned land – are not privatized. For these reasons, I do not support Heritage Planning's recommendation to erect the Whitney Wall and respectfully ask City Council to consider refusing this application.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael McClelland', with a stylized, wavy line for the surname.

Michael McClelland FRAIC, CAHP, OAA, AAA, AIBC, NSAA, OAQ

WALL CAP COPING & BASE CAP DETAIL



McGRATH

FAMILY CREST

Motto: Keep The Faith



McGRATH & Co.
