



SOUTH  
ROSEDALE  
RESIDENTS'  
ASSOCIATION

Dear Neighbour,

The South Rosedale Residents' Association (SRRA), North Rosedale Residents' Association (NRRRA) and MyRosedaleNeighbourhood (MRN) are jointly reaching out to you today to ask for your help on an urgent matter: protecting our heritage buildings from demolition by developers, and preserving the character of our neighbourhood as a community of mainly single-family homes. SRRA, NRRRA and MRN are defending these principles at the Local Planning Appeal Tribunal (the former OMB) in March against a major proposed condominium development in South Rosedale.

The stakes are high, as is the cost of the defence, which is estimated at \$350,000. We are raising funds to cover these costs from community members like you. We hope you will help.

### **A Brief Background**

As you may know, a developer purchased three heritage homes at 5, 7 and 9 Dale Avenue that are protected under Heritage Conservation District rules, and proposed to demolish the houses and develop a 4-storey, 26-unit condominium. After a lengthy process, City Council approved the demolition and development in December 2018. City Heritage and Planning staff initially opposed the plan in two separate reports, but the Chief Planner reversed that position without once consulting with the community. The city's own zoning and heritage rules for Rosedale are clear: the proposed development is not appropriate to the site, and should not be allowed. The proposed building, should it proceed, will be taller than any home or apartment in Rosedale, and it will be the first new apartment building in our neighbourhood in more than half a century. Our last opportunity to stop this development is at LPAT.

### **The Threat to Our Community**

The very neighbourhood qualities that we seek to protect, and that we thought were safeguarded by the rules, are now under threat. If this development proceeds, one can only wonder: what will come next? And how fast? This is why SRRA, NRRRA and MRN feel strongly that if this project isn't stopped at LPAT, more developers will seek to demolish single-family homes, including heritage buildings, to make way for large, luxury condos. A strong majority of community members has expressed these concerns to us. This is why we are taking up the fight.

To do so, however, we need to raise funds from community members like you. Without that assistance, we will be forced to abandon the fight. Some families have already contributed amounts ranging from \$500 to \$15,000, and others have pledged support. The SRRA has contributed more than \$50,000 out of Association funds.

### **We Need Your Help: How to Donate**

In order to cover our costs at the LPAT hearing, we need to raise a minimum of \$300,000 by March 1, 2019. Some residents have asked, "How much should we donate?" To provide some guidance, we suggest \$1,000, \$3,000, \$5,000 or \$10,000. Or donate whatever you can. Every dollar matters! Donations up to \$3,000 can be made online by going to the SRRA website at [www.southrosedale.org](http://www.southrosedale.org). Donations of \$3,000 or more can be made by cheque (payable to South Rosedale Residents' Association), which we are happy to pick up, or mail/drop off your cheque to the SRRA Treasurer at 16 Dale Avenue, Toronto, Ont. M4W 1K4.

Please donate now, to protect our community's heritage and residential character, today and long into the future.

If you have any questions, please feel free to call:

Don Hogarth (SRRRA President): 416-565-8920

Lewis Reford (NRRRA Past President): 416-399-2274

Kathy Lee (MRN): 416-903-8295

Thank you in advance for your support.

A handwritten signature in black ink, appearing to read "Don Hogarth". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Don Hogarth  
President, SRRRA

Lewis Reford  
Past President, NRRRA

Katherine Lee  
MRN