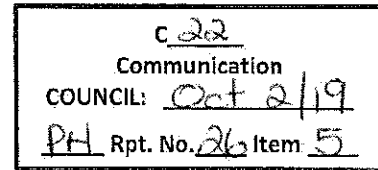


Subject: My view of Velmar Plaza Development.



From: Rob Salerno [REDACTED]
Sent: Tuesday, October 01, 2019 12:01 PM
To: Clerks@vaughan.ca
Cc: Council@vaughan.ca; DevelopmentPlanning@vaughan.ca
Subject: My view of Velmar Plaza Development.

My name is Rob Salerno, I live at [REDACTED] Polo Crescent. I have been a resident of Weston Downs for the last 15 years.

I grew up in the Jane Finch Corridor. My family was probably the only family that lived in a condominium complex in that community. My family didn't have a car and we travelled by bus. My father was a hard working barber who worked 6 days a week to make ends meet. So I understand intensification and the need to provide affordable housing. As I grew up, and funded by way through university, I took odd jobs. One of them was delivering pizza. One of the areas that I delivered too was Weston Downs. It was the community behind the wall. Beautiful bronze signs, a wall that was lit, large homes. A community that inspired me to do better than my parents did. So I worked hard, with the idea that I would someday live in this community.

But, this community is no longer special. The city has neglected it. They have taken advantage of the fact the rate payers association was gone and they took steps to reduce the importance of the community.

1. Bronze community signage was replaced with inferior cheap plastic signs which cannot stand up to the weather. Currently they are discolored and look cheap.
2. The grand entrances that we had with flower beds and bushes were ripped out and replaced by grass. The city stating that they would not take care of the bushes anymore. Never mentioned it to the community, and going against the urban design guide.
3. Boulevard planters look cheap and are not taken care of.
4. Parks are neglected and have equipment that are a safety hazard to children playing on them. The city has decided not to inform the community of any plans that it may have in the works to improve the situation.
5. Traffic, traffic, traffic... Traffic infiltration has reached a critical point in the community. You can no longer travel between Langstaff and Rutherford through the community. It's bumper to bumper traffic. This is both a traffic infiltration issue and safety issue as these roads go by school and park areas. The city has done nothing to resolve the traffic issue and has allowed it to get out of control.

I am completely against the proposed building going up at 4101 Rutherford Road. My house is directly east of the proposed building. I will be robbed of my evening sunlight by the direct shade that the building will cast.

The province has stated that intensification and development should happen within the character of the community. Council needs to reject this proposal because it does not meet the character of the established community. This is not just an empty lot. This is a mature neighbourhood that has a certain look and feel to it. It does not require an eyesore on the corner. Kleinburg has established precedence that shows how buildings are in line with the rest of the community. The downtown core condos are 3 to 4 stories in height. In line with the rest of the core. The new subdivision at Kipling and Weston, which is built on empty farm land does not have any high rises in it. In fact there are many mixed use buildings that exist. All new. All with commercial on the first floor and two stories above it for residential. All built on the same footprint that the Velmar Plaza currently resides on. On empty

lots. Why?... Because it Kleinburg... Because Weston Downs has no voice? Because it fits with the rest of the community.

Let intensification exist in the right areas. This should be in proposed intensification corridors that have been established around areas that can currently accommodate them. HWY 7, Weston Road, Jane Street, etc.... Rutherford cannot service any new high rise construction. Velmar and Weston Downs cannot accommodate this type of intensification. Neither long term and certainly not short term. The disaster that the proposed construction of the building will cause will be significant. The only entrance for construction will be along Velmar. Workers will have to park on the street. Service trucks will have to line up and down the street to wait for their opportunity to enter the site. A complete disaster that will render the Velmar – Rutherford entrance unusable. But this will only make the traffic on ORR and Babak worse. It just moves the bottleneck further down the road while making Velmar a complete disaster.

TAKE CARE OF THE TRAFFIC BEFORE YOU APPROVE ANYTHING!!!!!!

Rob Salerno, Chief Technology Strategist

Direct: [REDACTED]

Fax: [REDACTED]

Mobile: [REDACTED]

