

Please support SERRA with an annual membership

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Time to Renew!

Dear Resident

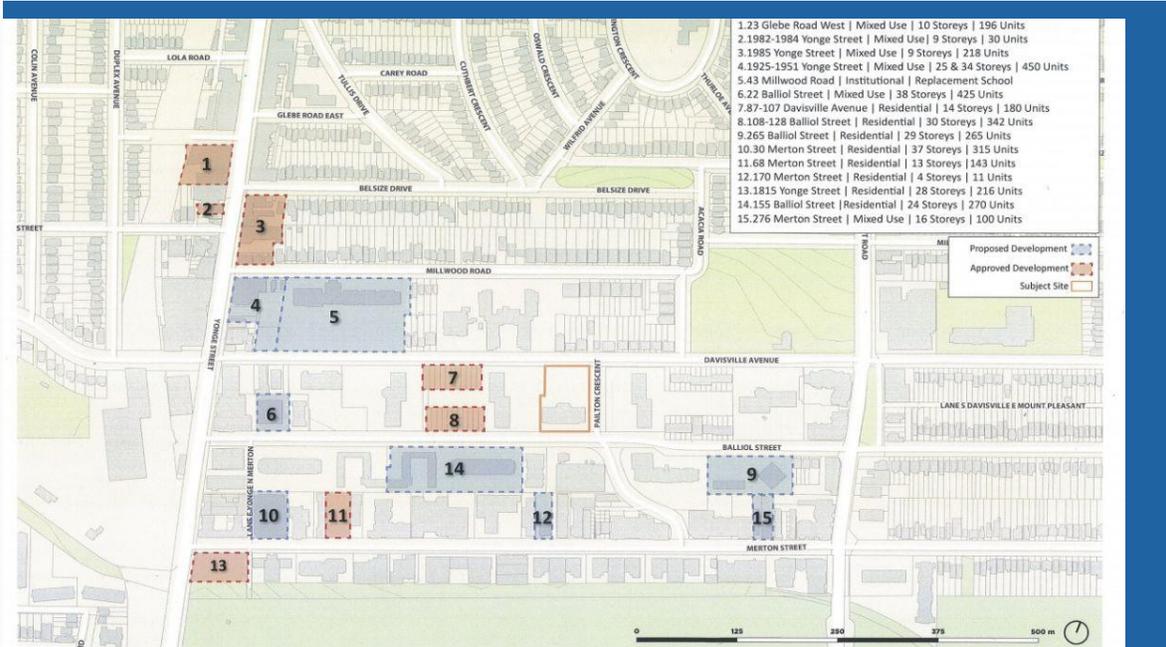
Happy New Year and many thanks for your past support of SERRA.

Please renew your membership for 2019!

As you look forward to 2019, you may well find yourself very concerned about the continuing pace of **development in our Midtown area with a planned increase of 21,000 apartments/condos (since 2016) and a projected increase in population of 35,000 new residents.** Stresses are very evident on our subways, schools, parks, community services such as libraries and recreation centres and even worries about our physical infrastructure.

The good news is that you have SERRA volunteers working hard on your behalf along side our City Councillors. Here are just a few of the ways we have and will continue to work to help retain the quality of life in your neighbourhood.

The Development at 1951 Yonge Street



Fighting large infill developments. We've assisted residents and gone to the Committee of Adjustment and TLAB (Toronto Local Appeal Board) to fight (often successfully!) for improvements to these out-of-character properties. SERRA has also developed tutorials and collected resource materials to help residents at these hearings. Over the last few years we assisted residents fighting 60 of these oversized developments.

Tall Home Comparison



Participating in important planning for the future of our area. SERRA was an active participant in the “Midtown in Focus”, Yonge-Eglinton Secondary Plan review. In July 2018 City Council approved a new midtown planning blueprint, which is now in the approval process by the provincial Ministry of Municipal Affairs and Housing.

The new plan will finally put a limit on further development in our area. Our next efforts will be to ensure that agreed to initiatives to improve services for our area such as transit, schools, parks, community services, etc. are fulfilled.

Heritage. SERRA is helping to identify and support the preservation of heritage assets. In September 2018, we hosted another successful historical walk through Davisville village.

Environmental / Green Initiatives. In October 2018, we held our second “Tree for Me” event aimed at increasing the tree canopy in Davisville village.

But we cannot do this without the support of concerned residents like you. We rely on you to help fund the many activities we are undertaking on your behalf. In fact, we are completely funded by members.

Please take a minute to renew your membership (only \$25!) and you'll be covered right through 2019. New members are always welcome.

We also ask that you consider making an additional donation to help us with the costs of hiring experts to provide legal and urban planning advice to support our efforts. And don't hesitate to suggest to friends and neighbours that they join SERRA, too!

It's easy to renew or join: Visit our website and fill in the online form: <http://southeqlinton.ca/membership/>

We have also included a paper copy of our membership form ... in case you would like to renew your membership via mail.

Best regards,

**Andy Gort,
President, SERRA**

[Please click here to renew your membership or make a donation](#)



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We send out messages to residents who have expressed interest in our community

Our mailing address is:

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