

PARKDALE ISN'T VEGANDALE!

PARKDALE COMMUNITY DEMANDS

- ▶ On Saturday August 4th 2018 250 Parkdale community members and guests packed into Milky Way Garden for a community forum to assert that “Parkdale Isn’t Vegandale.” Through a powerful open forum process of direct democracy, community members shared concerns, proposed solutions and voted to ratify 5 community demands for The 5700 Inc.

- 1. STOP “VEGANDALE” BRANDING AND EXPANSION IN PARKDALE!**
- 2. REMOVE ALL MORAL IMPERATIVE MESSAGING FROM EXTERIOR SIGNAGE!**
- 3. COMMIT TO A LONG-TERM FINANCIAL CONTRIBUTION TO EXISTING FOOD SECURITY / JUSTICE INITIATIVE!**
- 4. COMMIT TO 60% LOCAL AND EQUITABLE HIRING!**
- 5. REMOVE ALL UNNECESSARY SECURITY GUARDS & STOP THE INVESTMENT IN SECURITY TECHNOLOGIES!**



PARKDALE ISN'T VEGANDALE!

PARKDALE COMMUNITY DEMANDS

1. STOP "VEGANDALE" BRANDING AND EXPANSION IN PARKDALE!

DETAILS: We demand that The 5700 Inc. immediately and permanently stop "Vegandale" branding and expansion in Parkdale. This includes removing this branding from all of The 5700 Inc.'s Parkdale-based businesses, public comments, PR documents, as well as associated social media accounts and websites. This also means not opening new 5700 Inc. owned and operated businesses in Parkdale.

WHY: Over the course of the past two years, The 5700 Inc. has opened five businesses in Parkdale and has expressed interest in expanding with two additional businesses. Recently, without consulting the community, The 5700 Inc. attempted to re-brand the block of Queen St. between Brock Ave and Gwynne Ave as "Vegandale," a brand name also associated with the company's vegan food festival. Parkdale residents assert that no company has the right to re-name or claim a block in our neighbourhood for their own profit and without consultation and consent from the community!

The 5700 Inc. business owners admit that they located their businesses in Parkdale because of affordable commercial rents. Concerned residents argue that these gentrifying businesses who seek neighbourhood rebranding are contributing to rising commercial rents in Parkdale, a process closely linked to the economic displacement of other affordable and locally-serving businesses.

Concerned Parkdale community members argue that The 5700 Inc.'s rebranding campaign works to erase and invisibilize the diverse communities that have traditionally made up Parkdale. They argue further still that this rebranding has been weaponized to depoliticize the organizing of working class and racialized communities fighting for affordable housing and decent work in the face of displacement. Concerned community members also argue that The 5700 Inc.'s business model attempts to create a monopoly along Queen street storefronts that intensify socio-spatial segregation and the commodification of public community spaces, which ultimately increase asymmetrical power relations among business owners.

Lastly, The 5700 Inc. runs "Vegandale Food Street Festival", an international event that is held in four North American cities (Houston, Chicago, Toronto, New York). Parkdadians are angered that The 5700 Inc. stands to profit considerably from appropriation of Parkdale's identity in this larger international campaign.

PARKDALE ISN'T VEGANDALE!

PARKDALE COMMUNITY DEMANDS

2. REMOVE ALL MORAL IMPERATIVE MESSAGING FROM EXTERIOR SIGNAGE!

DETAILS: We demand that The 5700 Inc. remove all moral imperative messaging from street level exterior signage.

WHY: This moral imperative excludes resident voices, community-based organizations, and interfaith groups that have been organizing around community principles that guide local coalition building and social justice work. This moral imperative is currently allowing people who are economically motivated to discuss the exploitation of animals while dismissing the systemic exploitation and oppression of community members through the process of gentrification, such as forced economic displacement, increased socio-spatial segregation, the rise of precarious work, inadequate social assistance programs, and the exclusion of the working poor who cannot afford to access the meals served in these establishments.

3. COMMIT TO A LONG-TERM FINANCIAL CONTRIBUTION TO EXISTING FOOD SECURITY / JUSTICE INITIATIVE!

DETAILS: We demand that The 5700 Inc. make a long-term (monthly, quarterly, or annual) financial contribution to local food security and food justice initiatives designed and run by local non-profit community organizations. This contribution should not be tied to a marketing campaign.

WHY: In Parkdale, many residents struggle with food insecurity - the state of being without reliable access to a sufficient quantity of affordable, nutritious food. To address these challenges, there are many ongoing community-driven initiatives to increase people's access to food, such as the meal programs run by St. Francis Table, PARC, and West Neighbourhood House; the Parkdale Community Food Bank; the Coop Cred Program; and the Parkdale Food Hub. In contrast, The 5700 Inc.'s businesses provide food and goods at prices that are unaffordable to many Parkdale residents, while also increasing the commercial gentrification that is pricing out more affordable, locally-serving businesses and community services.

PARKDALE ISN'T VEGANDALE!

PARKDALE COMMUNITY DEMANDS

4. COMMIT TO 60% LOCAL AND EQUITABLE HIRING!

DETAILS: We demand that The 5700 Inc. commit to an inclusive local hiring process that ensures that 60% of its workforce is hired locally from Parkdale, with a priority on equity-seeking community members from South Parkdale. We also encourage The 5700 Inc. to provide opportunities for full-time employment with benefits to ensure meaningful, decent work in their establishments.

WHY: Local businesses are integral in building healthy communities and decent work. Parkdadians face systemic forms of labour market discrimination, and as a result live in poverty and are in danger of being homeless or underhoused. They should be supported by the larger community both in securing safe and decent housing, as well as safe and decent work. We support local businesses that create decent work opportunities for equity-seeking members of the community, including but not limited to newcomers, Indigenous, and racialized communities; consumer survivors; women, trans, and nonbinary workers; LGBTQ2SIA community; people living with disabilities; youth and seniors; low-income parents and guardians; formerly incarcerated people; and the working poor.

5. REMOVE ALL UNNECESSARY SECURITY GUARDS & STOP THE INVESTMENT IN SECURITY TECHNOLOGIES!

WHY: We object to the securitization of Queen Street which puts marginalized Parkdale residents at risk of increased criminalization and violence. Dozens of bars and restaurants in Parkdale operate without posted security guards. Legally mandated security staff during special events excepted, there is no reason for there to be security presence 24/7. Entities like the Parkdale Public Library and Dollarama in the near vicinity also employ security guards. They are, however, not present during off-business hours, and mostly surveil inside the premises, not outside on the streets. If 5700 Inc.'s security is posted to address concerns of vandalism, then it is incumbent upon them to self-reflect on not posting messaging that is offensive or confrontational to the community of Parkdale.

▶ This document has been compiled by members of the Parkdale Neighbourhood Land Trust (PNLT) and the Parkdale People's Economy (PPE), based on the in-person contributions of community members. It is our expectation that The 5700 Inc. will take these community demands seriously and act quickly to meet them in a timely manner.