



## FIRST GULF DON VALLEY LIMITED

November 8, 2012

City of Toronto  
Planning and Growth Management  
Committee  
10<sup>th</sup> Floor, West Tower, City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

Attention: Ms. Merle MacDonald, Secretariat

**RE: OFFICIAL PLAN REVIEW  
EMPLOYMENT LAND ANALYSIS  
FIRST GULF CORPORATION  
FORMER UNILEVER SITE  
DON ROADWAY AND LAKESHORE BOULEVARD**

Dear Ms. MacDonald:

First Gulf Don Valley Limited owns an approximately 28 acre parcel of land located generally at Lakeshore Boulevard and Don Roadway. The property is municipally addressed as 21 Don Roadway. The subject lands were formerly used by Unilever Canada for the production of soap and other commercial products. Unilever has ceased operations and the lands are currently vacant of any users.

We have reviewed the staff report to Planning and Growth Management Committee, dated October 23, 2012 and to be heard on November 8, 2012. In Attachment 2, Map 44 shows the property proposed to be designated as Core Employment. The proposed policies for Core Employment would permit offices, research and development facilities, manufacturing, warehousing, distribution of goods, utilities, post-secondary business and trade training facilities, arts training facilities and studios, media facilities, and vertical agriculture. In addition, secondary uses, such as: hotels, parks, small-scale restaurants and catering facilities, ancillary workplace daycare, and small-scale service uses that directly serve business needs such as courier services, banks and copy shops. Small scale retail outlets are also permitted provided they are ancillary and on the same lot as permitted uses.

In our opinion, 21 Don Roadway is a prime location, connected to Downtown and Central Waterfront with access to existing and planned local and regional transit facilities. The uses permitted in the proposed "Core Employment Area" designation would be a significant underutilization of the lands. The lands, in our opinion, are better suited to higher intensity employment uses which would support the City's ongoing city building exercises in the West Donlands and Portlands.



To this effect, we envision the property as an employment hub for the east side of Downtown, encompassing a broad variety of non-residential land uses. This vision incorporates a high density development including offices, research facilities, institutional facilities, places of entertainment, restaurants, personal service shops, studios, hotels, retail facilities and service commercial uses. We believe this is a more appropriate use of these lands which are in close proximity to planned and existing residential uses as well as local and regional transit facilities.

Further, we do not support the proposed Core Employment designation on this property. We feel that a land use designation that permits a broader mix of employment and other non-residential, non-ancillary uses would be more appropriate for the long term vision and utilization of our lands.

We look forward to working with City Council and staff to achieve an appropriate development for this very important and strategic property.

Yours truly,  
First Gulf Don Valley Limited

Don Manlapaz, MCIP, RPP  
Director of Planning and Development