

November 19, 2013

Project No. 1345-1

Attention: Ms. Nancy Martins
Administrator, Planning and Growth Management Committee
City of Toronto
100 Queen Street West, West Tower, 10th Floor
Toronto, Ontario M5H 2N2
Email – pgmc@toronto.ca

Dear Mr. Chairman and Members:

***Re: Proposed OPA No. 231 Five-Year Official Plan Review/Municipal
Comprehensive Review
1381 Castlefield Avenue***

We are planning consultants to Metcorp Limited, the owners of 1381 Castlefield Avenue located at the southwest corner of Castlefield Avenue and Caledonia Road (the “subject site” see Attachment A – Location Plan). The property is currently operating as the head office and warehouse of the Canada Goose clothing retailer with their lease ending in February 2014. Metcorp Limited are also the owners of 80 and 95 Ronald Avenue, 100 Miranda Avenue, 1341 Castlefield Road; all of which are located within the Dufferin Keele South Employment District.

For the reasons set out in detail in this letter, we are requesting redesignation of the subject site from *Core Employment Areas* to *General Employment Areas* as proposed on Map 23 in the recent Final Report entitled “Official Plan and Municipal Comprehensive Reviews: Amendments to the Official Plan for Economic Health and Employment Lands Policies and Designations and Recommendations on Conversion Requests” and Draft OPA No. 231 released on November 5, 2013 (see Attachment B).

The redesignation is being requested in order to maintain and allow for potential future redevelopment of the subject site for retail and office purposes. The *General Employment Areas* designation would maintain, if not increase, the non-residential gross floor area and jobs on the property compared to an industrial use, while permitting more compatible uses of the property with the surrounding retail and residential uses.

Site

The subject site is located within the Dufferin Keele South Employment District at the southerly edge of an employment area that is located generally just north of Eglinton Avenue and east of Caledonia Road.

The property is roughly rectangular in shape and is occupied by a 1.5-storey office building on the western portion of the property, with a large surface parking area on the west and south of the site accessed off of both Castlefield and Caledonia. The

site is located in the heart of an area commonly referred to as the Castlefield Caledonia Design and Décor District. The Castlefield Caledonia Design and Décor District area currently contains a mix of retail and accessory office uses as well as some industrial uses with associated shipping and warehousing. The area has been developing on an incremental basis to a design and décor district.

In our opinion, the redesignation from *Core Employment Areas* to *General Employment Areas* in order to permit retail uses is appropriate and desirable for the following reasons:

- Adheres to an existing and emerging trend of retail establishments with accessory warehouse uses on the site and in the Design Décor District which was in fact, created by Metcorp Limited
- Permitting retail on the subject site would be more compatible with existing residential uses in the larger surrounding area, minimizing negative impacts on these established single-detached residential neighbourhoods;
- Is consistent with the intent and vision of the Castlefield & Caledonia Design and Décor District Urban Design Guidelines
- The lands south of the site are not being used for industrial purposes, and are instead being used for a variety of retail and commercial purposes, including restaurants;
- The site is surrounded by proposed *General Employment* lands on three sides; and
- The more general non-residential designation would maintain, if not increase, the non-residential gross floor area and jobs on the property compared to the *Core Employment* industrial/office designation.

In addition, the proposed OPA No. 231 policies from the City's Final Report issued on November 5, 2013 discourages large areas of surface parking. Further, proposed policies 4.f) and h) for major retail developments (with 6,000 square metres or more of retail gross floor area) stipulates that majority of parking be located at the flank or rear of the building and that a majority of vehicle parking should be located below grade and/or in a parking structure with limited visibility from the street. It is in our opinion that in terms of parking there should be some flexibility regarding surface parking for retailers in the district, in keeping with the pattern of development in the Castlefield & Caledonia Design and Décor District today.

In summary, it is our opinion that the proposed redesignation of the subject site from *Core Employment Areas* to *General Employment Areas* to facilitate retail development and accessory uses would be compatible with surrounding land uses within the Castlefield Caledonia Design and Décor District, and would not adversely affect the viability of any employment uses in the Dufferin Keele South Employment

District. Furthermore, this redesignation would be consistent with the objectives and policies of the Provincial Policy Statement, the Growth Plan for the Greater Golden Horseshoe, and the City of Toronto Official Plan, all of which promote development of a range of economic activities and ancillary uses that will contribute to the creation of competitive, attractive, and highly functional *Employment Areas*.

We appreciate your consideration of the foregoing submission. Please provide us with notice of any further public meetings and on any decisions of Council respecting this matter. Should you require any additional information, please do not hesitate to contact me.

Yours very truly,

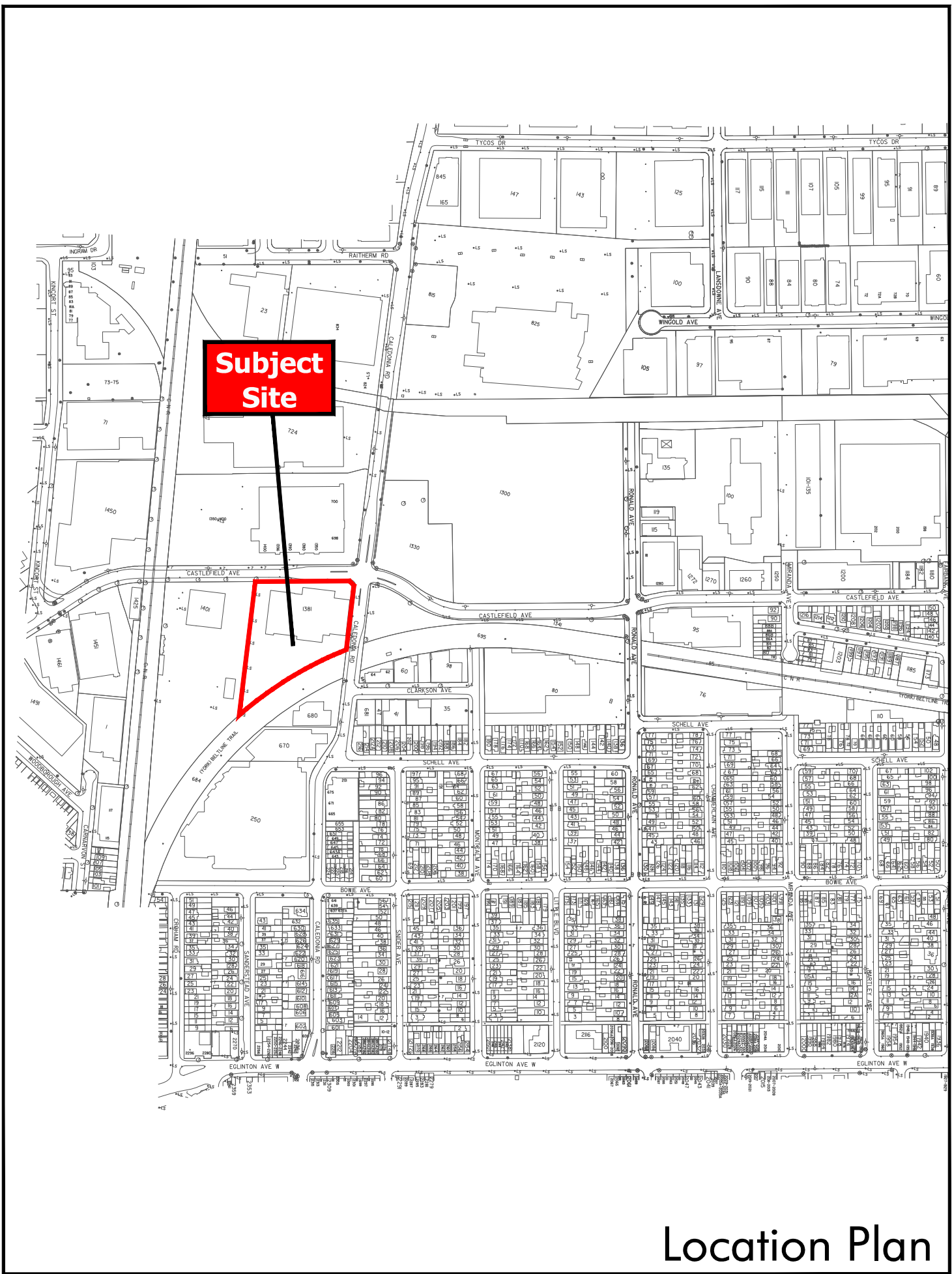
Bousfields Inc.



Tony Volpentesta, MCIP, RPP

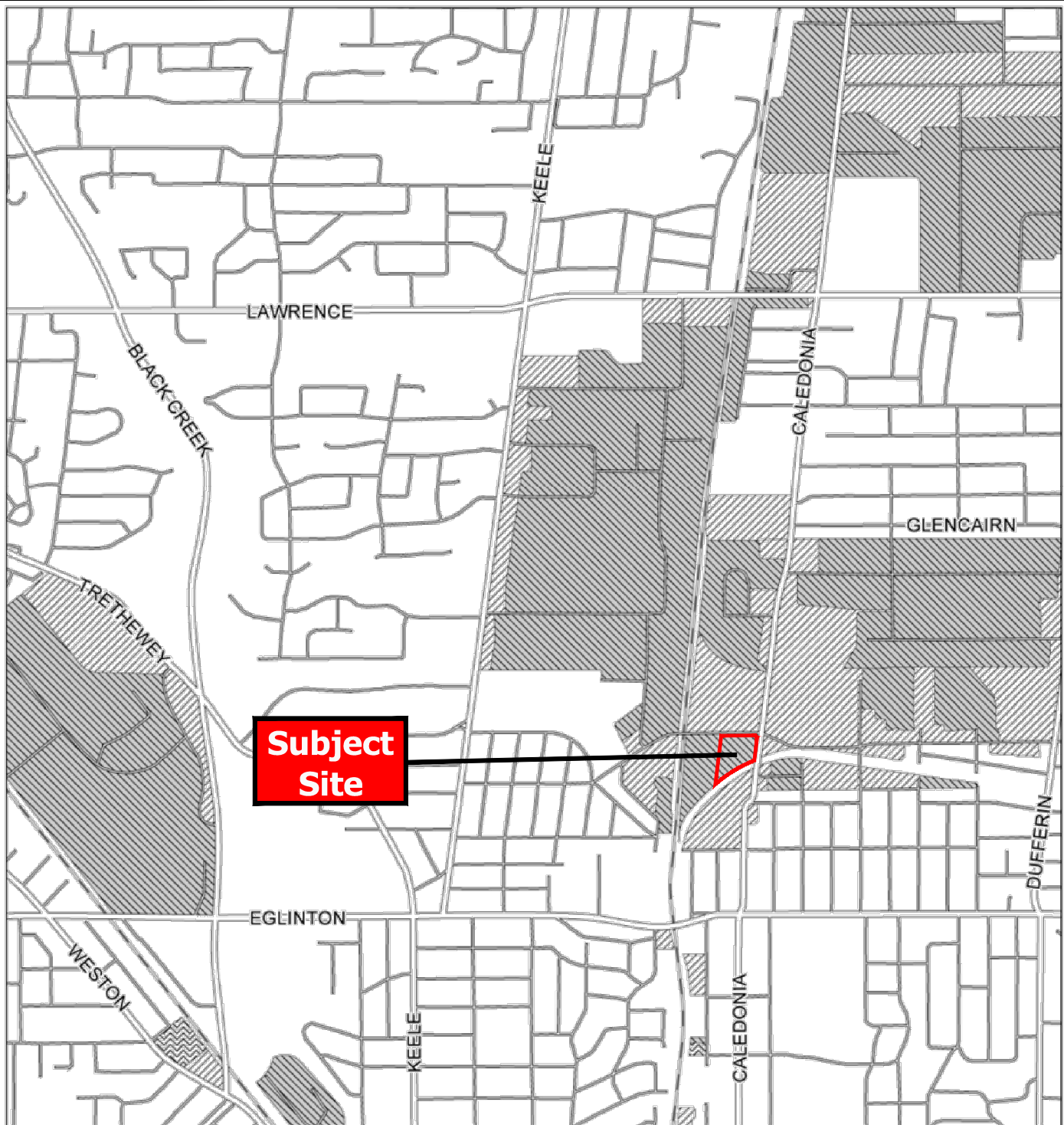
cc: *Metcorp Limited*
Kim Kovar, Aird & Berlis LLP
Councillor Josh Colle, Ward 15 City of Toronto
Angelina Conte, Ward 15 City of Toronto

ATTACHMENT A



Location Plan

ATTACHMENT B



Redesignate from 'Employment Areas' to Official Plan Designations Shown on Maps 1 to 48 inclusive

Map 23

- | | | | |
|--------------------------|--------------------------|--------------------------|-------------------|
| Neighbourhoods | Parks & Open Space Areas | Employment Areas | Utility Corridors |
| Apartment Neighbourhoods | Natural Areas | Core Employment Areas | |
| Mixed Use Areas | Parks | General Employment Areas | |
| Regeneration Areas | | | |



Staff report for action on Planning for a Strong and Diverse Economy : Official Plan / Municipal comprehensive Reviews Draft - Policies and designations for Employment