



November 19, 2013

Chair and Members of Planning and Growth Management Committee
100 Queen Street West
Toronto, Ontario
M5H 2N2

and

Ms. Kerri Voumvakis
Acting Director, Policy & Research
City of Toronto, City Planning Division
Metro Hall – 55 John Street – 23rd Floor
Toronto, Ontario
M5V 3C6

**Re: Request to Reconsider the Land Use Designation
Leslie Lakeshore Developments Inc.
731 Eastern Avenue
Northwest Corner of Lake Shore Boulevard East and Leslie Street
City's Municipal Comprehensive Review and Five-Year Official Plan Review**

We are the planning consultants representing Leslie Lakeshore Developments Inc. (Leslie Lakeshore), the owner of 731 Eastern Avenue (subject lands), located at the northwest corner of Lakeshore Boulevard East (Lakeshore) and Leslie Street (Leslie), in the City of Toronto. Leslie Lakeshore provided a letter to the City on May 7, 2012 making the general request that a Regeneration Area or Mixed Use Areas designation be applied to the subject site as part of the ongoing City Official Plan (City OP) Review and municipal comprehensive review. Since that time, on November 7, 2012, through our firm, Leslie Lakeshore filed with your department, a more detailed planning justification supporting this request, which included an Employment Land Conversion Study prepared by IBI Group for this site.

On November 8, 2012, the Planning and Growth Management Committee endorsed the October 23, 2012 staff report which included, among other things, a Preliminary Assessment and Draft Policy direction for consultation relating to the subject lands. This assessment preliminarily recommended the lands be designated 'Retail Employment Area' which through the process, has evolved into the current Staff recommendation that the lands be designated 'General Employment Area'.

In addition, on September 18, 2013, we filed with the City Planners, on behalf of our client, a Land Use compatibility Assessment by Terrapix Ltd. which assessed the requested residential uses in relation to the Ministry of Environment Guidelines D6 and D2 concerning compatibility with the nearby industrial uses and the waste water treatment facility to the southeast. The conclusion of the consultant supported the introduction of residential uses on the subject site.

In the current Staff report, the Final Assessment relating to the subject site (attached), raises concerns about destabilizing the adjacent Employment Area lands, the negative impact on the operations of the area's industrial users and potential flooding since the land is within the Lower Don Special Policy Area.

In relation to the destabilizing the nearby Employment Area lands and the potential negative impact on the operations of the area's industrial users, our previous submissions to Planning differentiated the subject lands from other Employment Area lands and have concluded that the existing and remaining Employment Area can compatibly co-exist with the Mixed Use Areas or Regeneration Area redevelopment on the subject lands. The subject lands are on the arterial edge and are currently used solely for retail and service commercial purposes in the form of a suburban styled supermarket, restaurant use and large surface parking lot. A more urban form of transit supportive, mixed use, and compact redevelopment of the site is capable of coexisting in harmony with the remaining Employment Area while addressing many other policy goals of the Province and the City. The potential for flooding can be technically resolved.

In view of the above and for all the reasons previously provided, we maintain our conclusion that the subject request for a Mixed Use Areas or Regeneration Area designation on the subject is valid and meritorious, is in the public interest, and represents good planning for this corner property. As such, we respectfully request your Committee to approve this request.

Yours very truly,

GOLDBERG GROUP



Michael S. Goldberg, MCIP, RPP

cc: Lakeshore Leslie Developments Inc.
Barry Horosko

**5 Year Official Plan and Municipal Comprehensive Reviews:
Final Assessment – Request To Convert Employment Lands**

LOCATION

Address

731 Eastern Avenue

Major Intersection

Leslie Street and Lakeshore Boulevard

Community Council / Ward

Toronto East York/Ward 30 - Toronto-Danforth



RECOMMENDATIONS

The City Planning Division recommends that:

1. Based on the criteria in the Growth Plan, the Provincial Policy Statement and the Official Plan policies, City Council retain the lands at 731 Eastern Avenue as *Employment Areas* and designate them as *General Employment Areas*.

CONVERSION REQUEST DETAILS

Applicant / Owner

Leslie Lakeshore Developments (agent) / Leslie Lakeshore Developments (owner)

Request / Development Proposal

Request by letter dated May 7, 2012 to convert the site to either *Regeneration Areas* or *Mixed Use Areas*.

POLICY AND AREA CONTEXT

Official Plan and Zoning

The Official Plan identifies the site as an *Employment District* on Map 2: Urban Structure Map and it is designated as *Employment Areas* (Section 4.6, Land Use Plan Map 21).

The former City of Toronto Zoning Code zones the property as I2 D5. New citywide Zoning By-law No. 569-2013 zones these lands as Employment Industrial Zone [E 5.0 (x314)] which permits manufacturing, warehouse, wholesaling and office uses.

The following land use designations and zoning categories surround the site:

North: *Employment Areas* / Industrial ('I') 3 D2
South: *Employment Areas* / Industrial ('I') 3 D2
East: *Employment Areas* / Industrial-Commercial ('IC') D5 N1
West: *Employment Areas* / Industrial ('I') 2 D5

Site and Surrounding Area

The lands are approximately 1.44 hectares in area, and as of February 2012 contain a grocery store and fast food restaurant uses.

As of February 2012, the following uses surround the site:

North: multi-tenanted 2-3 storey building (20 Leslie Street, which is also a conversion request site);
South: grocery store and fast food restaurant;
East: grocery store; and
West: former industrial site now used for studio film production.

PLANNING RATIONALE SUMMARY

The existing supply of *Employment Areas* is sufficient to meet the 2031 Provincial employment forecasts in Toronto and it is anticipated that the City will meet the employment forecasts allocated to the municipality pursuant to the Growth Plan. It should be noted however that while no single conversion request would affect this outcome, multiple conversions could impact Toronto's ability to meet the Provincial employment forecast.

Although the City does not need to convert any employment designated lands to meet the population forecasts as provided by the Growth Plan, a need in certain instances may exist to convert the site to address an incompatibility of *Employment Area* permissions with existing adjacent lands uses. With respect to the lands no such need exists. The current retail and restaurant uses on the lands are generally compatible with and have minimal impacts on the low scale residential uses to the north.

City Planning staff are also of the opinion that allowing residential uses on the site by way of approving the conversion request would have a negative impact on the overall viability of the *Employment Area* within the South of Eastern *Employment District*. Conversion requests have also been received by City Planning staff for 459 Eastern Avenue and 20 Leslie Street (immediately abutting the lands to the north), demonstrating the beginning of a possible trend that could have significant destabilizing effects on the continued viability of this strategic *Employment District* along Eastern Avenue.

Furthermore, this site is within close proximity of heavy industrial uses south of Lakeshore Boulevard including a large concrete batching operation and roofing materials manufacturer. The introduction of residential uses on the site and on 20 Leslie Street would introduce land use conflicts into the area and undermine the viability of the

broader employment area. This result would negatively impact on the operations of the area's industrial users.

The site is also subject to potential flooding and is within the Lower Don Special Policy Area.

Conclusion

It is staff's opinion that there is no need for the requested conversion to meet the City's population forecasts as provided by the Growth Plan or to address an incompatibility of *Employment Area* permissions with existing adjacent lands uses. Incompatibilities would be introduced should the conversion request be granted and the likely result would be an overall destabilization of the employment area and the potential risk of a further loss of limited employment lands. As such, City Planning staff recommend that City Council retain the lands at 731 Eastern Avenue as *Employment Areas* and designate them as *General Employment Areas*.