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File No. 702979

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**By E-Mail Only to [lbetten2@toronto.ca](mailto:lbetten2@toronto.ca)**

Toronto Preservation Board  
City of Toronto  
100 Queen Street West  
2<sup>nd</sup> Floor, West Tower, City Hall  
Toronto, Ontario  
M5G 2N2

Attention: *Ms. Lourdes Bettencourt*

Dear Chair and Members of the Toronto Preservation Board:

**Re: Inclusion on the City of Toronto's Heritage Register  
212 Dundas Street East  
Item No. PB15.4**

We are counsel to 1373365 Ontario Ltd., the owner of 212 Dundas Street East (the "Site").

The Site is located on the northeast corner of Dundas Street and George Street, in what is commonly referred to as the "Garden District" or "Downtown East" neighbourhood.

We have received notice of the City's intention to include the building presently occupying the Site on its Heritage Register, along with supporting documentation. Our client is in the process of reviewing this material with its heritage consultant.

Our client currently operates Filmores Hotel ("Filmores"), a budget hotel and adult entertainment establishment, on the Site. The Site has been occupied by an adult entertainment establishment since well before our client purchased it in the late 1970s, and this use has continued over the last three decades.

Over the years, our client has attempted to rejuvenate and repurpose the Site for a variety of other uses. It has replaced the entire interior of the existing building, which is now devoid of any heritage features. However, adult entertainment is the only use of the existing building that has proved to be profitable and financially viable.



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The Downtown East neighbourhood has recently been the subject of considerable study by City planning staff, culminating in the adoption of the area-specific Official Plan Amendment No. 82 ("OPA 82"). OPA 82, as adopted, identifies the Dundas Corridor Character Area (in which the Site is located) as a priority retail street with the potential to become a vibrant retail strip serving residents of the Downtown East. It permits the development of a mixed-use tall building on the Site.

It is apparent that the City has identified the Downtown East neighbourhood as an area for significant reinvestment and revitalization. Our client recognizes the City's efforts to identify heritage resources in this area. However, it is also mindful of the importance of appropriately balancing heritage conservation with the objective of growth through intensification required by Provincial and City planning policy.

Our client does not want to operate an adult entertainment club on the Site forever. It would like to see the Site transform into a use that is appropriate for and contributes to the vitality of its unique downtown neighbourhood. To this end, our client seeks to ensure that any heritage preservation efforts do not risk stifling new development in the Downtown East neighbourhood and discouraging reinvestment in the Site.

Thank you for your consideration of the above. Do not hesitate to contact me should you have any questions.

Yours truly,

**DAVIES HOWE PARTNERS LLP**

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JMA:KF

copy: Mr. Peter Swinton, PMG Planning Consultants  
Mr. Michael McClelland, ERA Architects Inc.  
Client