

June 15, 2022

**City of Toronto**

Toronto City Hall, 12 fl. E,  
100 Queen St. W.  
Toronto ON M5H 2N2

Attention: Planning and Housing Committee

RE: Conversion Request Letter  
297 Campbell Ave  
TBG Project No. 21822

The Biglieri Group (“TBG”) represent the owners of lands municipally known as 297 Campbell Ave. in the City of Toronto (“Subject Site”). **This letter serves as a formal request that Committee and Council direct staff to review and consider redesignation/conversion of the Subject Site through the current Municipal Comprehensive Review (“MCR”) and Employment Land Review processes.** This request should be considered as a housekeeping matter as the majority of the Subject Site’s adjacencies are residential in nature (mid-rise to the north, townhomes to the south) and the Site no longer forms part of a contiguous employment area. A letter to this effect was previously provided to City Staff for review and consideration on February 24<sup>th</sup>, 2022 and is attached as Appendix B.

The Subject Site is located south and east of the intersection of Symington Avenue and Dupont Street. It is a small (0.09 ha) parcel located in a predominantly mixed use and residential area. For further details on the Subject Site, please refer to Appendix A of this letter.



Figure 1 – Aerial Context of Subject Site (Source: Google Earth, 2021)

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PLANNING | DEVELOPMENT | PROJECT MANAGEMENT | URBAN DESIGN

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126 Catharine Street North, Hamilton, Ontario L8R 1J4  
Office: (416) 693-9155 Fax: (416) 693-9133  
[tbg@thebiglierigroup.com](mailto:tbg@thebiglierigroup.com)

**LAND USE**

The Subject Site warrants consideration for redesignation away from the *General Employment Areas* (Map 17) and *Employment Areas* (Map 2) designations. The Subject Site represents a constrained parcel of land which is surrounded on two sides by residential and mixed use development, and is situated more broadly within a residential area with only fragmented "Employment" sites remaining (rather than a continuous employment area). More importantly, a majority of the Site's adjacencies are residential land uses (115m of communal property line with adjacent residential uses compared to 30m of communal property lines with employment uses). Furthermore, the minimum separation distances required by the D-6 guidelines for a Class I facility cannot currently be met on Site due to the proximity of the existing residential uses to the north and south. As such the range of employment uses permitted on site would be completely captured in a *Mixed Use* designation.

The *Mixed Use Areas* or *Neighbourhoods* designation is appropriate for the Subject Site. The location is well serviced by infrastructure and public service facilities for residential or mixed use development. The site is accessible by transit, with nearby bus routes on Dupont St (Route 26 – Dupont) and Symington Ave (168 – Symington), and Major Transit Stations including Dundas West Station and Bloor GO within a 1km radius. Nearby public facilities include three parks (Campbell Park, Symington Avenue Park, Perth Square Park) and Perth Avenue Junior Public School within a 300m radius, as well as the new Perth/Dupont Toronto Public Library branch which is proposed in the development immediately north of the site. Additionally, the site is in a transitioning and intensifying area, as demonstrated by nearby development applications. As such, it is TBG's professional opinion that this site warrants consideration for redesignation away from *General Employment* as part of the City of Toronto's ongoing Municipal Comprehensive Review.

We trust you will find all in order, however if you have any questions or require additional information, please contact us at your earliest convenience.

Respectfully,  
**THE BIGLIERI GROUP LTD.**



Michael Testaguzza,  
Senior Planner



Alexa Volkov, MPI  
Planner

cc: Kerri Voumvakis, Director, Strategic Initiatives, Policy & Analysis  
Jeffrey Cantos, Manager (Acting), Official Plan, Strategic Initiatives, Policy & Analysis  
Christina Heydorn, Project Manager, Strategic Initiatives, Policy & Analysis, City  
Planning Division

## APPENDIX A – SUBJECT SITE AND SURROUNDINGS

The Subject Site is located east of Campbell Avenue and south of Dupont Street (**Figure 1**). It is approximately 0.09 hectares in area, with 15m of frontage along Campbell Ave. Immediately north of the Subject Site is a 14-storey mixed use development currently under construction. Further north, northwest of Dupont and Campbell, there is an additional application for a high-rise residential development with live-work units. To the west, there is a multi-unit commercial building that is currently under consideration for an Employment Conversion Request (Conversion Request #122). West of this there are residential dwellings along Symington Ave. South of the Subject Site are medium density row housing and Campbell Park. To the east is an industrial building, past which there is high-rise housing across the rail tracks. The Subject Site is designated *General Employment Areas* in Map 17: Land Use Plan in the Toronto Official Plan (**Figure 2**). It is designated *Employment Areas* in Map 2: Urban Structure (**Figure 3**). The site is zoned E2.0 (x300) H14, *Employment Industrial*.



Figure 2 – Subject Site in Map 17: Land Use Plan in the Official Plan

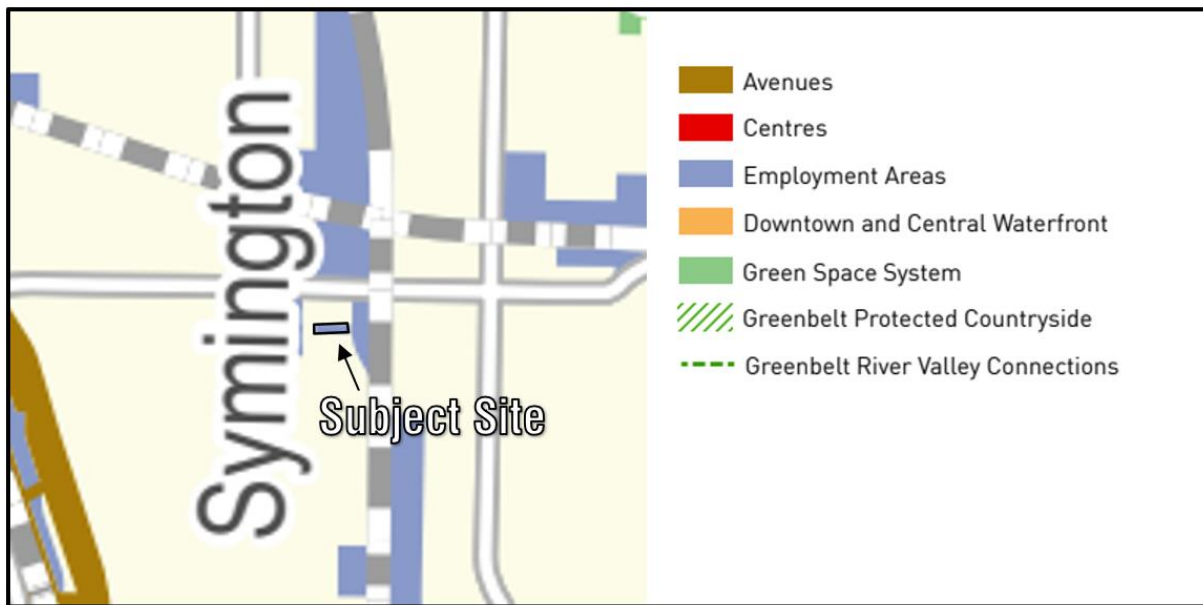


Figure 3 – Subject Site in Map 2: Urban Structure in the Official Plan

## APPENDIX B – PREVIOUS CORRESPONDENCES

February 24, 2022

**City of Toronto**

City Planning Department,  
Toronto City Hall, 12 fl. E,  
100 Queen St. W.  
Toronto ON M5H 2N2

**Attention:** Kerri Voumvakis, Director, Strategic Initiatives, Policy & Analysis  
Jeffrey Cantos, Manager (Acting), Official Plan, Strategic Initiatives, Policy & Analysis

Dear Kerri Voumvakis and Jeffrey Cantos,

**RE: Conversion Request Letter  
297 Campbell Ave  
TBG Project No. 21822**

The Biglieri Group ("TBG") represent the owners for the lands municipally known as 297 Campbell Ave in Toronto ("Subject Site"). This letter is to request consideration for the redesignation of the site away from *General Employment* as part of the City of Toronto's ongoing Municipal Comprehensive Review.

The Biglieri Group strongly suggests that the Subject Site be converted from the *General Employment Areas* (Map 17) and *Employment Areas* (Map 2) designations as the surrounding land use context would be illogical should the Site remain employment. It would result in a fragmented – rather than contiguous – employment area. This should be considered as a house-keeping element of the City's Employment Land review.

## **SUBJECT SITE AND SURROUNDINGS**

The Subject Site is located east of Campbell Avenue and south of Dupont Street (**Figure 1**). It is approximately 0.09 hectares in area, with 15m of frontage along Campbell Ave. Immediately north of the Subject Site is a 14-storey mixed use development currently under construction. Further north, northwest of Dupont and Campbell, there is an additional application for a high-rise residential development with live-work units. To the west, there is a multi-unit commercial building that is currently under consideration for an Employment Conversion Request (Conversion Request #122). West of this there are residential dwellings along Symington Ave. South of the Subject Site are medium density row housing and Campbell Park. To the east is an industrial building, past which there is high-rise housing across the rail tracks. The Subject Site is designated *General Employment Areas* in Map 17: Land Use Plan in the Toronto Official Plan (**Figure 2**). It is designated *Employment Areas* in Map 2: Urban Structure (**Figure 3**). The site is zoned E2.0 (x300) H14, *Employment Industrial*.



## LAND USE

The Subject Site warrants consideration for redesignation away from the *General Employment Areas* (Map 17) and *Employment Areas* (Map 2) designations. The Subject Site represents a constrained parcel of land which is surrounded on two sides by residential and mixed use development, and is situated more broadly within a residential area with only fragmented “Employment” sites remaining (rather than a continuous employment area). More importantly, a majority of the Site’s adjacencies are with residential land uses (115m of communal property line with residential uses compared to 30m of communal property lines with employment uses). Should the site at 300 Campbell be re-designated, the Subject Site will be left further fragmented, with residential or other non-employment uses on three sides and only 15m of adjoining property with an employment parcel. Furthermore, the minimum separation distances required by the D-6 guidelines for a Class I facility cannot currently be met on site due to the proximity of the existing residential uses to the north and south.

The *Mixed Use Areas* or *Neighbourhoods* designation is appropriate for the Subject Site. The location is well serviced by infrastructure and public service facilities for residential or mixed use development. The site is accessible by transit, with nearby bus routes on Dupont St (Route 26 – Dupont) and Symington Ave (168 – Symington), and Major Transit Stations including Dundas West Station and Bloor GO within a 1km radius. Nearby public facilities include three parks (Campbell Park, Symington Avenue Park, Perth Square Park) and Perth Avenue Junior Public School within a 300m radius, as well as the new Perth/Dupont Toronto Public Library branch which is proposed in the development immediately north of the site. Additionally, the site is in a transitioning area, as demonstrated by the recent development applications as well as an employment conversion requests for 300 Campbell Ave. As such, it is TBG’s professional opinion that this site warrants consideration for redesignation away from *General Employment* as part of the City of Toronto’s ongoing Municipal Comprehensive Review.

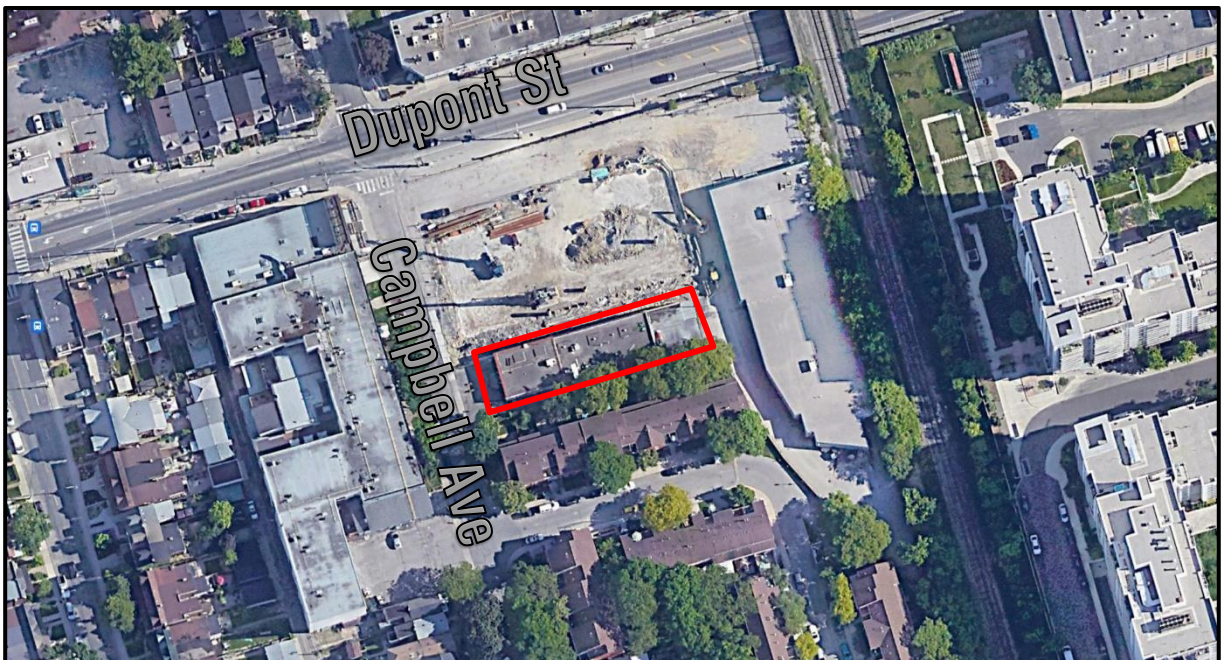


Figure 1 – Aerial Context of Subject Site (Source: Google Earth, 2021)



Figure 2 – Subject Site in Map 17: Land Use Plan in the Official Plan



Figure 3 – Subject Site in Map 2: Urban Structure in the Official Plan



We trust you will find all in order, however if you have any questions or require additional information, please contact us at your earliest convenience.

Respectfully,  
THE BIGLIERI GROUP LTD.



Michael Testaguzza,  
Senior Planner



Alexa Volkov, MPI,  
Planner

cc: Christina Heydorn, Project Manager, Strategic Initiatives, Policy & Analysis, City  
Planning Division  
Dan Nicholson, Manager, Community Planning Toronto & East York District, West  
Section