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Sent By Email to [phc@toronto.ca](mailto:phc@toronto.ca)

City of Toronto Planning and Housing Committee  
100 Queen Street West  
Toronto, ON M5H 2N2

Attention: Nancy Martins, Committee Administrator

Dear Councillor Bradford and Members of the Committee:

**Re: 4500 Sheppard Avenue East  
Request to Convert Lands from Employment to Mixed Use Areas**

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I represent Dundas Real Estate Investments, the owners of the Subject Lands.

By way of this letter I am requesting, on behalf of my client, that the Committee review the Core Employment Area for the Subject Lands and agree to the conversion of this property through the current MCR process to a designation of *Mixed Use Area*.

The Subject Lands are located on Sheppard Avenue East between Brimley and McCowan Roads. They are 3.3 hectares in size and presently host three (3) multi-unit commercial buildings with a cumulative gross floor area of 13,330 square metres containing a broad cross section of retail, commercial and office uses. Importantly, they are located within 750m from the new subway station site at the intersection of McCowan and Sheppard.

Uses along this portion of the Sheppard Avenue corridor (the “Corridor”) similarly consist of a mixture of retail and commercial uses, including the large Canadian Tire store to the west, restaurants and a fire station. The Subject Lands are separated from the employment area to the north by the Canadian Pacific Railway tracks. Residential low-density neighbourhoods are situated to the south and north-west of the Subject Lands. These neighbourhoods attest to the transitional nature of this area. It is our view that the Subject Lands and this portion of the Corridor are not appropriate for a range of employment uses as a result of needing to implement enhanced performance standards to minimize potential negative impacts on sensitive surrounding uses.

The Subject Lands are designated as *General Employment (Core)* under the City's Official Plan (OPA 231), which has been appealed by our client, and as *Employment Industrial Zone (E)* under Zoning By-law 569-2013, which has also appealed. More recently, we understand that Planning Staff were preparing a report to Committee and City Council proposing to designate this area as a *Regeneration Area*. This would support my client's position that new construction and an increased vibrancy on this site represents good planning and appropriate growth.

We know from the staff reporting on the conversion requests that (a) the existing supply of Employment Areas is sufficient to meet Provincial employment forecasts and (b) accessibility to transit is essential as the City moves toward adapting to climate change.

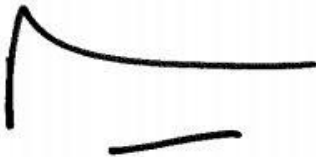
Moreover, the development of an array of residential, retail, office and service employment uses would be supported by the existing infrastructure. It will also contribute to employment. As the Subject Lands are in proximity to local schools, libraries and community centres the redevelopment will lead to the creation of a complete community. There are no issues with respect to compatibility with impactful industries. As noted above, the Subject Lands have good access to higher order public transit.

Given the above we would respectfully request that the Committee review and approve this conversion request. We apologize for the lateness of this request, my client was only recently made aware that the MCR process is underway at the City.

I would be happy to answer any questions the Committee may have about this request and to explain it further in person at the Committee meeting on ) 5 July 2023.

Yours truly,

DEVRY SMITH FRANK LLP

A handwritten signature in black ink, consisting of a large, stylized initial 'M' followed by a horizontal line that tapers to the right, and a shorter horizontal line below it.

Marc Kemerer  
MPK/jrg