

**BRL REALTY LIMITED
SUITE 200, 1128 YONGE STREET
TORONTO, ON M4W 2L8**

Peter Amirault: pamirault@bmlgroup.ca
(674) 728-0862

January 31, 2025

VIA EMAIL: teycc@toronto.ca

Toronto and East York Community Council
City of Toronto
Toronto City Hall
100 Queen Street West, 10th Floor W.
Toronto, ON M5H 2N2

Attention: Cathrine Regan, Administrator

Dear Sirs/Mesdames:

**Re: 333 College Street and 303 Augusta Avenue, Toronto
Item TE 19.14 - Designation of the Kensington Market Heritage Conservation
District under Part V of the Ontario Heritage Act**

We are writing to express our concerns with the Kensington Market Heritage Conservation District Area and Plan to be considered by City Council at its meeting of February 5, 2025. These concerns are specific to 333 College Street and 303 Augusta Avenue (the “**Property**”), which we own. 333 College Street is located outside the Kensington Market Heritage Conservation District Plan boundary and 303 Augusta Avenue falls within. The Property is not designated, listed nor identified as a contributing property under the Heritage Conservation District Plan. Some contributing properties are located adjacent to the Property to the south and west.

In 2017, City Council approved Official Plan and Zoning By-law Amendment applications for a 12-storey mixed use building at 333 College Street and a portion of 303 Augusta Avenue. 303 Augusta Avenue is a deep lot and includes lands to the south of 333 College Street. While the approval applied to the 303 Augusta Avenue lands to the south of 333 College Street, it did not apply to the building fronting 303 Augusta Avenue, which was removed from the planning applications. The 2017 approvals include permission for total gross floor area of 9,999 square metres and a maximum of 142 residential units. The maximum permitted height is 39 metres to top of roof. Through the Official Plan Amendment the entirety of lands subject to the 2017 approval were designated *Mixed-Use* under the City’s Official Plan, an area intended accommodate significant growth and intensification in Toronto.

With this background, the entirety of the Property that was subject to the 2017 approval should be removed from the Kensington Market Heritage Conservation District Plan boundary. The Kensington Market Heritage Conservation District Plan boundary bifurcates the approved building and those lands designated *Mixed-Use*, which should be avoided.

Further, we have reviewed the Kensington Market Heritage Conservation District Plan and note there are a number of policies that speak to "new development" in respect of "non-contributing properties" that are worded broadly and vaguely (for example 7.4.1, 7.4.2 and 7.10.1). While it is our view that none of the policies in the Kensington Market Heritage Conservation District Plan should impact the 2017 approval and redevelopment potential for the Property, further precision and specificity is required to ensure clarity.

Please also accept this letter as our request for notice of any decision regarding this matter.

Yours truly,

BRL REALTY LIMITED

A handwritten signature in blue ink, appearing to read 'Peter Amirault', followed by a long horizontal line extending to the right.

Per: Peter Amirault

1386-0570-6770.1