



July 6, 2026

Toronto and East York Community Council
Attention: Cathrine Regan
[100 Queen Street West](#), 2nd Floor West Tower
Toronto ON M5H 2N2
via email: teycc@toronto.ca

re: TE34.9
Proposed Development at 2273, 2277 and 2279 Bloor Street West
Application 25 269621 STE 04 OZ

Dear Chair and Members,

I am writing on behalf of the board of the Bloor West Village Residents Association (BWVRA) to provide comments on the development application for 2273, 2277 and 2279 Bloor Street West.

Our association appreciates the effort by City staff and the proponent's consulting team in hosting a consultation meeting on March 11, 2026. We also appreciate the time provided by planning staff to discuss various aspects of the application and respond to questions over the past few months.

Despite revisions to the initial application to reduce building height and density, we remain concerned that proposed 15-storey development is over-sized for this section of Bloor West Village. The following outlines our board's main concerns with the proposed development.

Proposed Building Is Out of Scale with the Village Centre

- At 15 storeys, the proposed building is out of scale and place with the consistent blocks of 2-4 storey buildings that provide the “Village Main Street” character area identified in the 2018 Bloor West Village Avenue Study report and the 2025 Bloor West Village Urban Design Guidelines.
- Tall buildings that pop up in the middle of a block are not a compatible built form for this central section of Bloor West Village.
- Tall buildings are better suited to:
 - existing and emerging contexts at the east and west ends of the Village, providing a sense of arrival and transition to the lower scale Village Main Street area; and
 - major intersections and close proximity to subway stations.

Over-Shadowing of North Side Sidewalk

- Sunlight is a major contributor to pedestrian enjoyment and the commercial vitality of the north side of the village main street.
- One tall and narrow building may have limited shadow impacts on the north side sidewalk, but the concern is an accumulation of similar tall buildings on the south side that will severely limit sunlight on the north side sidewalk.
- Such cumulative effects must be considered to avoid over-shadowing and to help ensure 5 hours of sunlight consistently on the north side.
- The guidelines and Official Plan require that impacts on the public realm should not be considered in isolation -- this is an example of identifying and addressing foreseeable impacts from additional buildings of similar height.

These concerns were expressed by many in attendance at the community consultation meeting on March 11, 2026.

They also reflect the findings and recommendations of the 2018 Avenue Study reports for Bloor West Village based on extensive community consultations and professional analysis of built form and heritage considerations.

The Avenue Study process recognized growth and intensification pressures and opportunities along this section of Bloor Street West. It also emphasized that growth and change “must further improve this special place in the city, not diminish what makes it great today” (Bloor West Village Avenue Study, 2018).

The Avenue Study report recommended 6 storeys as the maximum height in the “Village Main Street” area to help maintain the pedestrian-friendly scale and character at the heart of Bloor West Village. Taller buildings were recommended close to the subway stations and major nodes, as seen in recent redevelopments at the west and east ends of Bloor West Village.

This approach still makes sense for the general arrangement for additional building density and heights in Bloor West Village, even as the province’s modifications to Official Plan policies requiring increased density and height permissions for transit station areas begin to take effect.

We recognize the implementation of transit station density policies and zoning will lead to higher densities around subway stations and along Bloor Street West. We must also be prepared to apply them in a way that respects and enhances the pedestrian-friendly scale and “main street” character at the heart of communities such as Bloor West Village.

Our board respectfully requests that Toronto and East York Community Council not approve the application in its current form. The proposed development should be revised to:

- reduce height and density to a scale that is more consistent with Bloor West Village’s context, specifically the central “Village Main Street” area;
- achieve a better transition for a mid-block building in this area of Bloor West Village; and
- avoid creating a precedent for similar tall buildings on the south side that will severely limit sunlight on the north side sidewalk.

We propose that this site be allowed an FSI of 6, instead of the proposed FSI of 9.2. This aligns with the province’s recent modifications to Official Plan policies for transit station areas, i.e., City-initiated zoning will permit an FSI of 6 or more for lands in a Mixed Use Area when located within 200- 500 metres of a transit station.

On this site, an FSI of 6 would likely result in a building of 9-10 storeys -- a much better fit with the central area of Bloor West Village than the proposed 15 storeys.

Thank you for your consideration of our comments in your decision on the proposed development.

Sincerely,

Michael Younder
Chair, Bloor West Village Residents Association