

5. LANDOWNER AND DEVELOPER INITIATIVES AND KEY CONCERNS

One reason for commissioning these Studies was the fact that the Study Areas, particularly the Warden Corridor Study Area, were the subject of significant development interest (The only potential development site in the Victoria Park Study Area is the TTC station site.)

The landowners and developers and their consultants who are active in the Warden Corridor Study Area have followed the Study closely, participated in the Charette and have consistently attended Advisory Panel and Community meetings and provided comments on our proposals. One landowner has made two separate formal applications to the City. The Goldman Group has applied for Official Plan and zoning amendments and subdivision approval for a large site at 350 Danforth Road and for a long term care facility at 675 Warden Avenue. The Goldman Group also owns the entire Becker's site, including the Bell Estate, and the Centennial College lands.

Mattamy Homes has applied for Official Plan and zoning amendments and subdivision approval for the Warden Power Centre site immediately north of the TTC's north commuter parking lot.

The owners of 300 Danforth have not actually filed any formal applications but have developed a detailed proposal for their lands. Other landowners on Danforth Road and Warden Avenue have retained consultants to follow the course of the Study, and appear to be interested in pursuing other options for their sites than are currently permitted under the Employment Area designation. There have been other residential applications and approvals close to the Warden Corridor Study Area, and the TTC is obviously interested in pursuing development opportunities for properties currently used by its commuter parking lots (as outlined in Section 4.3).

In view of the strong landowner and developer interest in the Study, we organized a landowners meeting in late July, which was well attended and which allowed landowners to discuss their reactions to our emerging proposals. Based on that meeting, the key issues of concern for developers, landowners and their consultants appear to be:

1. Location and amount of parkland proposed, and the standard used to determine what will be required of each developer.
2. Number, location and dimensions of new streets, and issue of public versus private ownership.
3. Desire for equitable treatment of all landowners, while recognizing that different owners are in different stages of the development approvals process.
4. Need for each owner to be able to proceed in a reasonable fashion, and for each owner's product to be viable when brought to market: i.e., designation of consolidated parkland should not make it impossible or impractical for individual owners to proceed independently of each other and in a staged fashion.
5. Need to be practical about market considerations in terms of housing types and heights, and viability of retail and other commercial uses.
6. Need for appropriate balance of certainty and flexibility in terms of recommendations: i.e. recommendations should be clear, but should serve as framework within which there will be flexibility to respond to market demands.

While there is some concern that the Land Use Framework and Potential Development Scenarios put forward in this Report may allow for less development than some landowners are interested in achieving, the more common concern seemed to be a worry that landowners would be required to develop denser and taller buildings than they are currently interested in pursuing, based on their reading of market demand.

By recommending a Land Use Framework that is flexible, provided minimum and maximum heights are respected, while identifying Potential Development Scenarios that are based on very specific types of development, we believe we have addressed the stated desire of area landowners for both flexibility and certainty regarding the development potential of their landholdings.

In our view, the most challenging issue related to individual landowners and their development aspirations is how to ensure the equitable implementation of a comprehensive plan for an area which contains a number of individual land holdings whose boundaries do not neatly correspond to the recommended pattern of streets and blocks. In addition, with the encouragement of City staff, we have identified new park space that represents a consolidation of individual owners' parks requirements, in a location central to a planning area that includes multiple ownerships.

The need for developers to reach agreement among themselves and with the City regarding how and when parkland and local streets will be provided over time is a matter that will need to be addressed in Phase 3 of the Studies, and will require the involvement of Warden Avenue landowners who have not participated actively to date. This matter is addressed further in Section 8 of this report.