

As we launch into 2011, the development industry seems to be on full throttle. With a mixture of older projects continuing to work their way through the system (some ending up at the Ontario Municipal Board) as well as a large number of new projects coming in the door, we are highly optimistic that the industry is leaving the recession firmly in the dust.

The firm is responding to this infusion of new energy very well. We have re-organized our senior management in order to better cope with this growth and we are currently moving to obtain new staff.

This issue of Pulse focuses on two projects in the City of Toronto. The first discusses what has historically encompassed a series of assignments at the high profile "Motel Strip" at Lake Shore Boulevard and Parklawn in the former City of Etobicoke. WCGI took the lead on the preparation of a Precinct Plan for the City of Toronto which we are extremely proud of. Another article focuses on a recent Ontario Municipal Board win against the City of Toronto for a place of worship on Nugget Avenue in the former City of Scarborough.

We are bristling with an array of activity and this issue of Pulse provides a window onto two very different examples of the types of work the firm is doing.

Your comments and feedback on Pulse are always welcome.

Mark N. Emery, BES, MCIP, RPP
President



ANNOUNCEMENT

To better serve our existing and future client base as **Weston Consulting Group** continues to grow, we are announcing the following changes in management positions:

Kurt Franklin, as **Vice President of the Oakville Office**, will continue to work with his existing clients and is responsible for our expanding business in the west GTA, including Peel Region, Halton Region and points west.



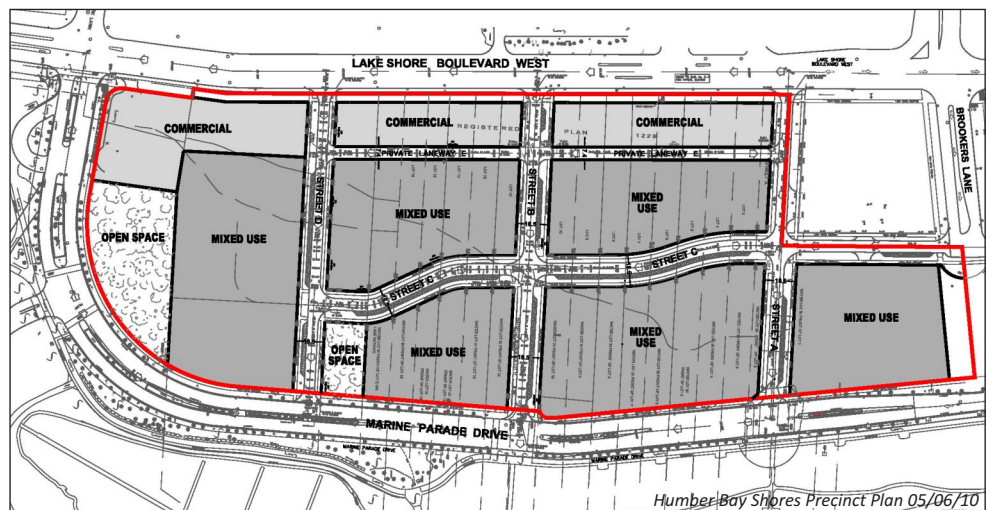
Ryan Guetter, as **Vice President of the Vaughan Office**, will continue to focus his efforts as a respected land use planner and assist in personnel and staff recruitment matters.



Project Spotlight 'MOTEL STRIP' PRECINCT PLAN, ETOBICOKE

In Issue 7 of Pulse, we featured a mixed use development project in the **Humber Bay Shores** area of Etobicoke by **Graywood Developments**. WCGI has been involved in the Humber Bay Shores area, historically known as the "Motel Strip", for more than 15 years.

In July of 2008, City Council endorsed the **Humber Bay Shores Urban Design Guidelines**, prepared by **Brook McIlroy Planning and Urban Design** and **Pace Architects**. This updated set of guidelines for the neighbourhood set out a vision for this community based on principles of pedestrian connectivity, taller and more slender buildings and the establishment of at-grade mixed use buildings on a series of local streets. Council also required the completion of a **Landowners Precinct Plan** to ensure the coordinated provision of roads, blocks, servicing and grading for the area. Graywood Developments initiated

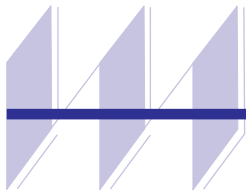


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preparation of a Landowners Precinct Plan in 2008 and subsequently a landowners group was formed comprising certain landowners within the precinct plan area. **WCGI** was retained by the group to assist in the preparation of a Precinct Plan.

In 2009, WCGI, along with **Schaeffers Consulting Engineers, MMM Group** and **Strybos Barron King Limited** prepared a Precinct Plan for consideration by the City. The Precinct Plan and supporting materials, which included, among other things, a comprehensive Streetscape/Public Realm plan, Site Servicing and Grading plans, and a Traffic Impact Study were submitted to the City on October 15, 2009. The Precinct Plan envisioned a road and block pattern generally consistent with the Humber Bay Shores Guidelines, but considered detailed engineering, grading and traffic impact analysis.

Given the ownership configuration of the area, which has historically been a significant impediment to the coordinated development of the area, an implementation framework was prepared to ensure the provision of roads and servicing in an appropriate manner.

In June 2010, City Council approved the Humber Bay Shores Precinct Plan (refer to image on page 1). In conjunction with the approval of the plan, Council authorized the entering into of an agreement between the City and the landowners to implement the Precinct Plan. The approval of this plan by City Council was a significant advancement towards the achievement of the design vision established for this area and has established a coordinated road and block configuration that will facilitate the development of individual sites in the area.

In recent months WCGI has been working with City Staff, the landowners and consulting team to address matters concerning the implementation details of the Precinct Plan.

The WCGI planning team for the project consists of Ryan Guetter, Jane McFarlane and Chris Atkins.

Article written by Ryan Guetter, Vice President (WCGI), tel. 905-738-8080 ext.241

OMB Approval for Place of Worship in Employment Area

In a decision released in December, the **Ontario Municipal Board (OMB)** granted an appeal by the **Friends of Jesus Christ, Canada (FJC)** against the failure of the **City of Toronto** to enact a zoning by-law to permit the conversion of an existing industrial building for a place of worship. The building is located on **Nugget Avenue** in the Marshalling Yard/Tapscott employment area in the former City of **Scarborough**.

The parties and the Board agreed that the proposal did not constitute an employment land conversion, because institutional uses, including places of worship, fall within the Province's definition of employment uses.

Although the City's Official Plan land use policy permits places of worship on major streets such as Nugget Avenue, the City took the position at the hearing that the application of other Official Plan policies would deny that permission in this case. One of the City's concerns was that the place of worship, as a sensitive use, would result in more stringent Certificate of Approval requirements for nearby industry, adversely impacting existing or proposed industrial operations. Another concern was the supply of land for industry.

Evidence was presented on behalf of FJC by:

- (1) **Alan Young, Weston Consulting Group**, whose evidence demonstrated that the rezoning conformed with provincial and municipal policy, and that the Official Plan's permission for such uses arises from a balancing of social and economic objectives. Research for the case was conducted by **Jane McFarlane**, Planner, WCGI.
- (2) **Scott Penton and Nigel Taylor, Novus Environmental Inc.**, who produced noise and air quality studies indicating that the proposed place of worship would not adversely impact nearby industrial operations.
- (3) **Dr. Frank Clayton** whose report demonstrated that the small scale of the proposal did not prejudice the City's industrial land supply, and that the places of worship already established in the area had not inhibited the success of the employment area as a whole.
- (4) **Dale Lynch, Mark Engineering**, whose parking demand study was accepted by the Board as establishing a basis for reduced parking standards.

FJC's case was argued by **Jason Park** and **Mark Piel** of **Fraser Milner Casgrain LLP**.

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