



HUMBER VALLEY VILLAGE

R E S I D E N T S A S S O C I A T I O N

HUMBERTOWN PUBLIC MEETING: THIS IS YOUR CHANCE!

The Future of Our Neighbourhood Is At Stake

The redevelopment of Humbertown, on a massive scale, is the biggest issue in the history of Humber Valley Village. It will forever and irrevocably alter the character of our community.

The ONE AND ONLY public meeting on the redevelopment will be held on **September 11th, at 7:00pm**, at **Martingrove Collegiate Institute (Eglinton and Martingrove)**

It is imperative that you come to this meeting, see the proposal, and have your concerns heard by First Capital Realty, Tridel, City planning staff and your Councillor.

We understand that everyone has busy lives, but please attend this meeting. Numbers count in the eyes of the City and politicians. PLEASE ask your friends and neighbours to attend as well. The future of our neighbourhood is at stake!

You will not get a second chance to express your views. If you do not come, be prepared to live with the resulting change to our neighbourhood.

What You Need To Know

In April and May the HVVRA held a series of meetings for our members to brief them on the proposal and seek their input. The size of the proposed redevelopment is truly massive:

- a **40% increase** in retail space (from 111,000 square feet to 160,000 square feet)
- a **250% increase** in office space
- **650 - 700 new condominium units** in high-rise buildings (650,000 square feet)
- a **180% increase** in parking (from 500 current above-ground spaces to 1,400 spaces, mostly underground)
- a **660% increase** in total floor space (from 129,000 square feet to 877,200 square feet).

Our members told us, overwhelmingly, that proposal was too large, too dense, and too tall for our quiet residential neighbourhood. It would not be supported by neighbourhood residents unless major changes were made.



Is This What You Want?

What We Have Done So Far

Since that time, we have:

- Urged the City to undertake a comprehensive Secondary Plan process for the Humbertown vicinity – but our request was opposed by City staff and no secondary plan process was conducted;
- Asked First Capital to make substantial alterations to make the proposal compatible with the character of our neighbourhood – but they have not listened;
- Invested countless hours in meetings with the City to communicate our members concerns – in the hope that they will listen (but the City has not decided what its position on the development will be);
- Hired professionals including a planning lawyer, a professional planner and a traffic consultant to advise us – at significant cost and with limited Association funds;
- Actively considered alternative designs for Humbertown that would permit redevelopment to occur in a manner compatible with the neighbourhood.

Public Meeting Humbertown Redevelopment

September 11, 2012 7:00PM-9:00PM
Martingrove Collegiate Institute
50 Winterton Drive, Etobicoke
South East Corner of Eglinton Ave. & Martingrove

MESSAGE FROM THE PRESIDENT

In this, our latest newsletter, you will read about the efforts the HVVRA has undertaken to work with First Capital Realty (FCR) regarding their proposal to redevelop Humbertown Shopping Centre.

I won't go over what has already been said, but wanted to add my opinion on the Working Group process.

Our approach as a residents' association has been to work within the Working Group process established by Councillor Lindsay-Luby to encourage FCR to listen to what our residents are saying.

FCR certainly attended the meetings, but in my view, they have chosen not to listen to our concerns.

15 months of effort on our part have fallen on deaf ears. Instead, FCR used the process to promote what they want to build at Humbertown and tell us what is best for our community. They have refused to materially adjust their plans when it comes to size, height and density - the main issues that our members have told us they are concerned about.

At the series of members' meetings we hosted earlier this year, a significant majority told us they would not support anything higher than 6 storeys at Humbertown. We com-

municated those views, and the other comments we received, to FCR.

Despite this, and despite telling us repeatedly they wanted to work with the community, FCR remains insistent on building 650,000 square feet of residential space in towers of up to 21 stories. They've told us that they believe they can get planning approval for what they want. In our view, their vision will change the character of our community forever, and will open the flood gates to high rise development all the way up The Kingsway.

To say that the Working Group process has been disappointing would be an understatement. It is time for our community to stand together and fight to protect what is dear to us.

If you care about the unique character and lifestyle that Humber Valley Village provides, then you must make plans to attend the Community Meeting on September 11th.

It is absolutely essential that residents attend this meeting and express their views to the people we elect to represent our interests.

You CAN have an impact in the outcome and future of Humbertown. Thank you for your support.

Niels Christensen, President HVVRA

(Continued from page 1 **The Future of Our Neighbourhood Is At Stake**)

Where The Proposal Stands

The FCR proposal has been revised in some minor respects but still fails to address our members' key concerns with built form, density, and height, and still does not fit with the character of our community. Specifically:

- The proposal remains unaltered at 650,000 square feet of new residential space;
- The proposal remains unaltered at 1,400 parking spaces, mostly underground;
- The proposal remains unaltered in maximum height, with the tallest tower at 21 stories (and, because of design issues, it will actually be approximately 40% taller than the existing 17 storey building on Ashley Road!)

HVVRA BOARD OF DIRECTORS

2012-2013

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HUMBERTOWN: THE FAILURE OF THE WORKING GROUP PROCESS

Throughout the summer, members of the HVVRA participated in the Working Group on Humbertown set up by Councillor Lindsay-Luby. The Working Group included representatives from local residents' associations, First Capital Realty (FCR) and its consultants, and City staff. Its purpose was to review and discuss the application on a "without prejudice" basis. The HVVRA made every effort to engage with FCR to convey our members' concerns and push for substantive changes to the application. Unfortunately the Working Group process was not nearly as productive as we had hoped it might be and resulted in only minor adjustments to the application that largely failed to address our concerns. The Working Group process was also terminated before all of the planned agenda items were discussed, which deprived us of the opportunity to raise a number of our concerns with FCR and the City. In our view the Working Group process was very disappointing.

The Working Group was initially struck to address numerous issues relating to the application including built form, massing, height, traffic, sun/shadow issues, landscaping, etc. The meetings were dominated by lengthy presentations by FCR, with little time left for substantive discussions of the issues. We had hoped for a constructive, interactive exchange but were instead met with a flow of information through which FCR promoted the merits of the application.

The lack of progress from the Working Group process was disturbing. For example, one of our main concerns with the proposal has always been its size. In our view, the proposed addition of 650,000 square feet of residential space in towers of up to 21 stories would irrevocably alter the character of our community. We have expressed this concern to FCR repeatedly since we first became aware of their plans in May 2011, and continued to press it through the Working Group process. While FCR proposed a re-shuffling of the residential space from 5 buildings into 3 buildings, it refused to reduce the 650,000 square feet

total area in any way. It also refused to reduce the maximum height of the towers below the 21 storeys in the application. These refusals were based on FCR's strong conviction that what they are proposing falls comfortably within the City's Official Planning and other planning guidelines. So far the City has not declared its views on the proposal. The fact that FCR refused to budge on some of the fundamental concerns raised by local residents, despite 15 months of effort on our part, was disappointing.

Moreover, because not all of the agenda items were addressed at the Working Group meetings, we asked that the meetings be continued into the Fall. FCR refused to agree to continue the Working Group meetings, suggesting instead that any further comments that we may have be channeled thorough City staff. At the conclusion of the most recent meeting earlier this month, FCR announced that it would be amending its application by early September despite the fact that the Working Group had not yet considered any design alternatives to FCR's vision, and despite the fact that the Community Consultation Meeting would not be held until September.

In our view, FCRs approach has been a "slap in the face" to our community and entirely contrary to its stated desire to "work with the community". FCR has described Humbertown as a "jewel" in its portfolio, but in our view, it is not treating it as such. We have told FCR that its application presents a once-in-a-lifetime opportunity to redevelop Humbertown into a wonderful "heart" of Humber Valley Village, but to do so, it needs to respect the wishes of the community and take residents' concerns seriously. Residents are, after all, the customers who will drive the success of the new Humbertown.

Despite the disappointing results of the Working Group process, we are grateful to Councillor Lindsay-Luby and City staff for their efforts to make the process constructive and worthwhile.

DONATIONS AND FUNDRAISING:

The HVVRA Executive wishes to thank all our members who to date have generously contributed considerable sums of money to help our cause.

However, our ability to continue representing the interests of our Humber Valley Village residents will require ever-increasing amounts of money. In fact, we will need considerably more.

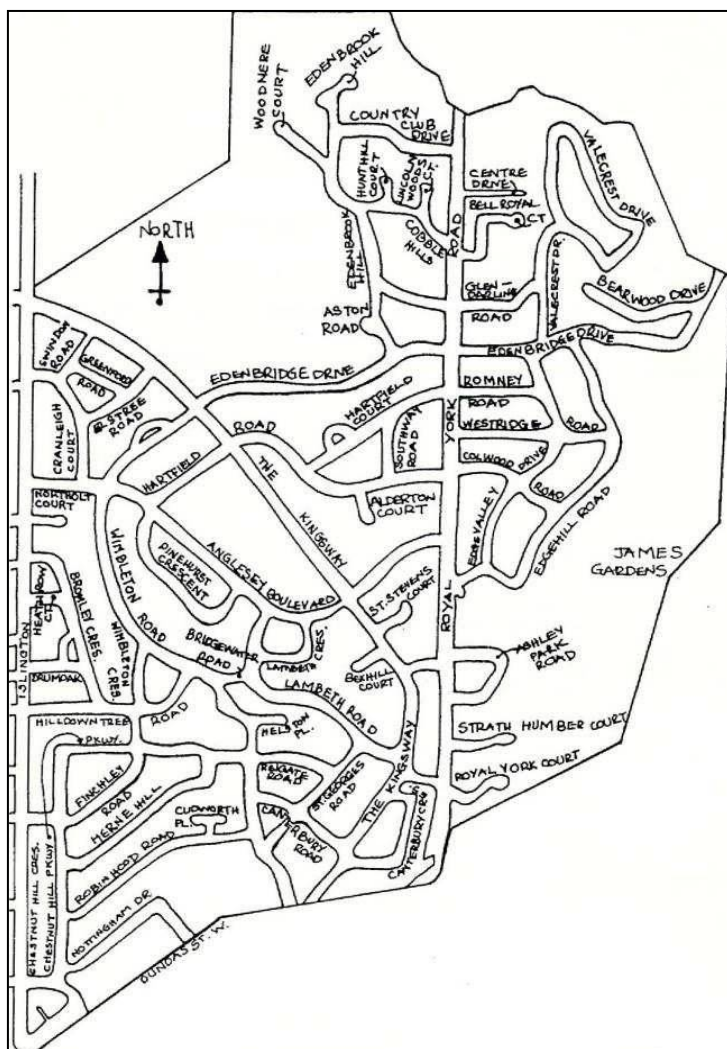
We have retained planning, legal, and traffic experts, but additional consultants will be required. A proposal on this scale cannot be addressed without such expertise, particularly if it ends up at the Ontario Municipal Board.

We have established a fundraising team to reach out to residents. Our goal is to have \$1 million of funds in reserve and at our disposal. One way to think about our goal is to have 1,000 of our 1,600 resident households each contribute an average of \$1,000.

All donations are important, so we ask everyone now to "dig deep" to give our residents' association as much flexibility as possible to defend our neighbourhood. All donations will be recorded and any unused funds will be returned to the donors.

Individuals who want to join the special Fundraising team are asked to contact **Dennis Melnbardis** at dennis.melnbardis@hvvra.ca or to call at (416) 239-7140.

HAVE YOU RENEWED YOUR MEMBERSHIP?



Although our fall membership drive was very successful, we are shy of our membership goal of 80% of the total 1,600 households in Humber Valley Village.

We are asking each member to reach out to your neighbour on either side of you and encourage them to join our association. If each of our current members enlisted just one more member, we would easily reach our goal of 80%. To print a copy of the membership application, go to www.hvvra.ca.

We are also continuing to raise funds to respond to the Humbertown proposal and protect the neighbourhood. See the article on page 3 for donation information..

To make an additional donation, fill out a membership form and send to HVVRA c/o Dennis Melnbardis at 37 Herne Hill Etobicoke, ON?

If you'd like to get more involved in fundraising or any other committees, please contact [Dennis Melnbardis](mailto:dennis.melnbardis@hvvra.ca) (dennis.melnbardis@hvvra.ca)

www.hvvra.ca

MEMBERSHIP FORM

☐ Renewal ☐ New Member

Please mail your membership and fees to: **HVVRA 37 Herne Hill, Etobicoke ON M9A 2W9**

(make cheque payable to HVVRA)

Name	Phone Number
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Email Address: _____ Email Address: _____

Address	Postal Code
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\$25 fee covers membership to April 30, 2013

Can You Volunteer Some of Your Time?

Humbertown Fund \$

☐ HWRA Representative ☐ Member of the Executive ☐ Newsletter/Advertising ☐ Development ☐ Other _____

Register Online at : www.hvvra.ca

Many thanks for your support!