

# SLNA DELEGATES MEETING

November 29, 2006

## OWN CO-OP, 115 The Esplanade

### Executive Members in Attendance:

VP External: Hugh-Francis Burns, Longboat Residents, Association  
VP Internal: Ronny Yaron, Woodsworth Co-op  
Secretary: Joan Campbell, Market Square  
At Large: Ani Kounavis, 25 The Esplanade  
At Large: Wallace Simpson, Crombie Park  
At Large: Connie Yang, O.W.N. Co-op

### With regrets:

President: Paul Smith, St. Lawrence on the Park  
Treasurer: Bruno Leps, Market Square

### Voting Members:

Kathleen Abbott, St. James Condo  
Cherril Baker, David B. Archer Co-op  
Patricia Bear Claw, Cathedral Court Co-op  
Joan Boyd, PAL  
Keith Bricknell, The Metropole  
  
Carla Caplan, Woodsworth Housing Co-op  
Jenn Chan, Windmill Line Co-op  
Jim Childs, Caroline Co-op  
Elizabeth Ecker, St. Lawrence on the Park  
Terry Eitel, Old York Tower  
Getachew Fantu, New Hibret Co-op Homes  
Karl Froehr, Windmill Line Co-op  
Karl Jaffary, 160 Frederick St  
Emma McBey, OWN Co-op  
Ed Majchrowski, 15 Scadding

George Millbrandt, Longboat Residents Assoc.  
Cam Miller, King George Square  
Ronald Monteith, Woodsworth Co-op  
Dan O'Leary, 15 Scadding (TCHC)  
Loralie Olinyk, Harmony A Housing Co-op  
Harry Renaud, 135 George Street South

Sherri Russell, Family Action Network (FAN)  
Alan Seymour, Old York Tower  
Wendy Stockwell, St. Lawrence Lofts  
Farhan Syed, The Metropole  
Frank Touby, Harmony A Housing Co-op  
Sandra Walker, Windmill Line Co-op  
Catherine West, 15 Scadding (TCHC)

Jacquie Williams, Old York Tower

### Non -Voting Alternate:

Stig Harvor, La Place Saint-Laurent

### Associate Members & Guests:

Didier Pomerleau, King's Court  
  
Tim Rourke, 15 Scadding (TCHC)

Tom Davidson, City Councillor  
McConnell's  
Les Nirenberg, Performing Arts Lodge (PAL)

Erin Harris  
Abigail Moriah on behalf of Edward  
Nixon  
Stuart Bowden, SAS Canada (Speaker)

June King  
Emad Hussain, 85 The Esplanade office  
Del Brown, Marketview Co-op

**ACRONYMS:**

**BIA:** Business Improvement Area  
**CMHC:** Canadian Mortgage and Housing Corporation  
**CPLC:** Community Police Liaison Committee  
**HRSDC:** Human Resources and Skills Development Canada  
**LEED:** Leadership in Environmental and Energy Design  
**OMB:** Ontario Municipal Board  
**OTTN:** Old Town Toronto Network  
**PSB:** Police Services Board  
**SLNA:** St. Lawrence Neighbourhood Association

**SLCRC:** St. Lawrence Community Recreation Centre  
**SLSL:** Smartliving St. Lawrence  
**TABIA:** Toronto Association of Business Improvement Areas (BIAs)  
**TCHC:** Toronto Community Housing Corporation  
**TIACAC:** Toronto Island Airport Community Advisory Committee  
**TPA:** Toronto Port Authority  
**TWRC:** Toronto Waterfront Revitalization

## **Registration and Refreshments**

### **1. Call to Order and Opening Remarks — Paul Smith**

As President Paul Smith was unable to be present, Hugh-Francis Burns called the meeting to order at 7:07 pm, and chaired the meeting.

### **2. Approval of the Agenda**

Amendment: Under Other Business, add CPLC Change

*Motion: to approve the Agenda as amended.*

*Moved by: Cherril Baker*

*Seconded by: Karl Froehr*

**CARRIED**

### **3. Approval of the October 25 Minutes and Business Arising**

*Motion: to approve the October 25, 2006 minutes as presented.*

*Moved by: Joan Campbell*

*Seconded by: Terry Eitel*

**CARRIED**

### **Business Arising from the Minutes**

The Chair acknowledged on notice by Harry Renaud that items to be carried forward from the October 25 meeting were not on tonight's agenda. The Chair deferred these matters to the meeting in January.

**4. The Triple Bottom Line: Socially Responsible, Environmentally Friendly, Profitable for Shareholders** — Stuart Bowden, Senior Vice President, Operations & Finance, SAS Canada

Cam Miller introduced Stuart Bowden. SAS has placed their Canadian headquarters in the St. Lawrence neighbourhood. The building is LEEDS accredited. Cam concluded, “We would be a happier, healthier community if we had more companies of the calibre of SAS.”

Stuart Bowden described the company. SAS started 20 years ago in a small office; today it has 75 subsidiaries around the world, has 10,000 employees, and generates \$1.8 billion in revenue annually.

Les Nirenberg asked what SAS does as a business. Stuart Bowden explained that SAS is the world’s largest privately owned software development company, specializing in decision support, business intelligence, data warehousing, and managing large quantities of data. Clients renew software licensing fees annually. SAS’s average customer stays with the company 25 years and cancellation rates are at 2% per year. As a successful private company, SAS can opt to make community-conscious decisions. High startup costs are recompensed by long-term gain. For the balance of his presentation Stuart Bowden described choices made by SAS.

Each subsidiary office makes its own local management decisions, while providing the same services and products.

In its early years SAS Canada had about 100 employees and spent about \$1.7 million per year to lease one floor of an office building. When rates rose, the company developed a model and business

plan to relocate its headquarters. Most high tech companies move to the suburbs. SAS decided to move to downtown Toronto as this is a vibrant community with a strong customer base. It cost less to build and manage the new SAS building here than it cost to lease the one office floor.

SAS worked with Councillor Pam McConnell and the community to develop its site. SAS found Toronto east of Yonge to be an historically important site with opportunities for businesses. SAS designed its building with a distinctive white roof, to be visible from west of Yonge Street, to beckon other businesses to build east of Yonge.

SAS planned the building to be energy- and environmentally-conscious. LEEDS standards dovetailed with SAS’s own values; SAS applied for and received LEEDS accreditation. There is an initial upfront cost to a “green” building, but money is recovered, and savings are long-term. The roof collects rainwater that is channeled into basement cisterns then pumped up through the toilets. This cut the building’s water bill in half. Lightbulbs are suspended below white ceilings to reflect light so that lower wattage bulbs can be used. This cut the building’s lighting costs in half. The building is composed largely of recycled materials, including steel, flooring, carpets, and some of the wood. Air in the building is refreshed faster than in any nearby tower.

Most of the building is rented out. Within two months of completion in 1995 the building was 90% leased, at a rate five

times what the real estate community estimated. Companies are attracted to the building as a fresh, environmentally friendly workplace. Now City Planners have taken an interest. Several other LEEDS-certified buildings are being developed in the vicinity.

SAS chose its location in part to give relocating employees easy access by transit, whether by Union Station, TTC, cars or SAS shuttle bus. No turnover in staff occurred as a result of the move.

SAS aims to integrate into the community by contributing to parks and a variety of activities enhancing the community. SAS plans to support the community as it seeks to develop a vibrant mix of business and residential uses..

Hugh-Francis Burns asked whether SAS's diversity index has gone up or down as a result of the move. Stuart Bowden responded that SAS's hiring practices are based on merit—SAS hires skilled, well-educated people who want to contribute to the company.

Jim Childs asked whether the new building allows for recyclable energy. Stuart Bowden responded that floor to ceiling windows provide sunlight for heat to reduce energy use by boilers. The windows are covered with blinds and treated to reduce heat in the summer. Wally Simpson noted that treatment on his building's windows is 30 years old and no longer working. Stuart Bowden responded that he expects today's technology is better. He added that SAS is now developing a way to control humidity in the building, to further reduce air conditioning costs.

Harry Renaud asked whether SAS is offering employment to the local community. Stuart Bowden responded that it is not part of the decision-making process but that local people who qualify are welcome to apply. Employment opportunities are posted on SAS's website, [www.sas.com](http://www.sas.com).

Harry Renaud asked whether the Toronto Island airport factored into SAS's decision to locate downtown. Ronny Yaron later repeated the question. Stuart Bowden responded that SAS hadn't considered it a factor one way or the other, but that the business community downtown will likely make more and more use of Porter Airlines, and the option is environmentally friendly as it reduces street and highway traffic.

Ronny Yaron pointed out that SAS has been extremely involved and generous to the community, especially to the SLNA, having been a major donor to SLNA's annual Festival in last two years. This year SAS donated all the benches in the park near the community centre, as well as bushes and trees. SAS is trying to find ways to work with the neighbourhood through the SLNA. Stuart Bowden added that SAS sponsored about \$45,000 to the City of Toronto to be spent in this neighbourhood specifically on David Crombie Park and Parliament Square. A tree planting ceremony was held recently. SAS has considered offering a winter skating rink, and is now considering replacing the basketball nets on the court across from the community centre.

In response to Jennifer Chan, Stuart Bowden confirmed that as a private company SAS is able to make bolder decisions for long-term visions that a public company would not allow. This particular

initiative has a 10-15 year horizon economically. “We choose to take less up front as we know we will gain more in the long run.”

Sherri Russell asked whether SAS conducts public tours. Stuart Bowden responded that SAS generally does not, but might become involved in Doors Open. Cherril Baker thought that SAS’s roof was truly green and oxygenated the air. Stuart Bowden clarified that it has no plants. It was designed specifically for recycling water and for drawing an individual’s eye to this area.

In response to Joan Boyd, Stuart Bowden confirmed that SAS designs software of a kind that a company like Wal-Mart would

use, and that SAS has just done a large deal with The Hudson Bay Company.

Les Nirenberg asked where the building is located. Stuart Bowden responded, at 280 King Street East opposite the Toronto Sun building.

Elisabeth Ecker expressed concern that a recently installed benches contributed by SAS have destroyed a tobogganing hill for kids. Another Delegate responded that parents appreciate the benches as a location to watch their kids in the park.

The Chair thanked Stuart Bowden for his presentation. Delegates applauded.

#### **FIVE MINUTE STRETCH BREAK (8:00)**

#### **5. Volunteering—Representation on External Bodies — Ronny Yaron**

Ronny Yaron announced that the SLNA sent to Delegates by email lists of committees and associations to which the SLNA has representatives and that need representatives. She confirmed the following reps on committees:

CPLC: Randy Bath is Delegate; position of Alternate still open.

smartliving St. Lawrence: Cam Miller, Paul Smith and Dwight Peters are Reps; no additional reps needed.

Various Waterfront committees: Sylvia Pelman and Dennis Glasgow attend; anyone else interested can contact Ronny Yaron.

SLCRC: Sherri Russell is Delegate; position of Alternate still open.

West Don Lands Committee: George Milbrandt is Delegate and Stig Harvor Alternate.

SLNA Development Committee has absorbed the North Market Initiative. Hugh-Francis Burns is the Rep.

Union Station Public Advisory Committee: Paul Smith is Delegate and Eva Jarmicka is Alternate.

OTTN: Joan Campbell is the Rep.

**6. Market Wharf (Gross Machinery Site) Presentation) — Howard Cohen, Context Development**

The Chair welcomed Howard Cohen. Howard Cohen reported that the SLNA's Development Committee rejected a standalone Shoppers Drug Mart as a proposed development on the onetime site of the Gross Machinery Shop, on the west side of Jarvis Street south of The Esplanade. The Committee of Adjustment turned down the application based on objections by the SLNA, other local groups, and Councillor Pam McConnell. The parties all favour a multiplex development. The developers are appealing the decision at the OMB; a hearing is set for next spring. In the meantime, Context Development is proposing a development for a condominium on the site that will include a 6-8-storey podium with a Shoppers Drug Mart on the main retail level and a 30-storey tower at its south end. [Delegates guffawed.] If Context Development's proposal meets the requirements of all parties, the landowners are willing to withdraw their appeal to the OMB and give Context Development the contract.

Context Development wants to satisfy multiple parties: 1) the family that owns the land, who want to retain a Shoppers in the mixed use development; 2) Shoppers Drug Mart 3) the local community 4) the St. Lawrence Market Complex, and 5) the City, including city planners, public works, the planning department, the urban design department, the garbage and fire departments, etc.

Context Development is looking for an agreement in principle on how to proceed. It is a relatively small company that does one or two projects per year, and does not want to enter into major disputes. The

company has existed 10 years and has had only one project rejected. Context Development hopes to find a consensus. The developer plans to consult with the community as much as possible.

Peter Clewes gave a PowerPoint presentation of architectural renderings in the very early stages. Massing will be a significant concern—how to set a large building on the site while retaining a sense of space.

A 6-8 storey podium with a 30-storey condominium on the south end would be set on the site. Its lowest levels would have a brick façade to match neighbouring buildings. To the north, facing onto The Esplanade, is a City-owned strip of land which the City plans to develop into the western edge of David Crombie Park in the next few years. The proposed building is designed to front this green space, as well as accommodate improvements to the south-facing loading docks of St. Lawrence Market.

The 6-8 storey podium would have retail stores and perhaps some community space on the main level on its south, east and north sides. Shoppers Drug Mart would be located on the north side. The ground level on Market Street would have residential units. A parking lot on the site would be accessed by south Market Street. Jarvis Street and Market Street would have broad sidewalks (10 feet / 3 meters) with grass and trees to create a friendlier pedestrian streetscape. The Jarvis Street sidewalk would be canopied.

CN Rail mandates a 25-meter setback of any habitable space from the railway lines to allow for potential derailment of rail cars that might carry chemicals and pose a public hazard. To accommodate this, the podium would have on its south side 2 storeys of parking garages above the ground-level retail or community space, all usages that are considered “not habitable. The exterior of the building on the parking floors would look residential. The 25 meters are measured both horizontally and vertically, so that residential space could exist above the parking garages, ie. the 30-storey tower.

The podium would be halved, with an east/west laneway to allow a narrow entry for trucks for loading docks. This servicing zone would not be visible from the street. The north half would have a cutout landscaped courtyard on the fourth floor, facing Jarvis Street.

With regards to massing, Howard Cohen described the 6-8 storey podium as being the right height for the neighbourhood. He explained that the 30-story tower at the south end is the density carrier that allows the podium to be scaled to the street.

The Chair thanked Howard Cohen for his report. The Chair asked for questions from Delegates from nearby buildings.

Wally Simpson of Crombie Park liked the idea. In his opinion the height level would not intrude and the tower would not affect his building.

A Delegate from New Hibrid asked how Market Street could handle increased traffic during peak hours. Peter Clewes explained that a traffic study would be conducted.

Offhand, he projected that traffic volume would go down as public parking lots, like the one currently on the site, are huge generators of traffic.

Emma McBey of OWN asked where entrances to the building would be located. Peter Clewes explained that the building would have entrances for retail on the east and north sides and entrances for residences off Market Street.

Les Nirenberg of PAL asked how many residential units the complex would contain. Peter Clewes responded, 400. Les Nirenberg asked how many parking spaces would be available in the two-storey garage. Peter Clewes responded that there would be parking to accommodate 70% of unit owners plus visitors, so about 300 spaces. Carla Caplan of Woodsworth Co-op agreed with Les Nirenberg that the developers are underestimating the number of owners who will want parking spaces.

Les Nirenberg objected to the development because it will block PAL’s view to the south.

Cherril Baker of David B. Archer Co-op pointed out that two drugstores already serve the neighbourhood, that a Shoppers Drug Mart is not needed. Peter Clewes responded that Shoppers wants to be part of the synergy of the St. Lawrence Market business area.

The Chair thanked Context Development for their presentation. Howard Cohen introduced his colleague Lewis Poplak as a contact for any residential buildings who want to meet with Context Development for further discussion of the development.

He can be reached at (416) 673-4249, or | lpoplak@context.ca.

## 7. Other Business

### a) CPLC Change

Ron Monteith reported that the CPLC held an election for executives this month. Bob Kemp, longtime chair of CPLC, chose not to stand. The elected executive are now all new faces: Vanessa Magness as co-Chair, Ron Monteith as Vice-Chair, Bob Fisher

for Community Mobilization, and Debbie Devgan as Treasurer, each with a one year term. The new executive will do its best to have the CPLC reflect the people who live and work in 51 Division.

### b) Old Town Toronto Network's Holiday Reception & St. Lawrence Volunteer Awards, December 14

Abigail Moriah distributed flyers for Delegates to post and announced on behalf of Edward Nixon the Holiday Reception to take place on December 14, 7:30 pm at the Kitchen on the west mezzanine of the south St. Lawrence Market.

Award, SLNA Award of Merit, and Citizen of Old Town Toronto. Entertainment will include Bruce Bell: Christmas at the Market, and Alicier Arts Chamber Trio playing seasonal music. Refreshments are a complimentary 'Market Buffet' and a cash bar. The event is free but people are encouraged to bring a new unwrapped toy or donation for the BIA's Toy Drive.

The event will include the annual Volunteer Recognition Awards presentation, Special Recognition Awards, Business Recognition

### c) PAL Events

Les Nirenberg announced two events at PAL, 110 The Esplanade.

Refreshments are courtesy of the PAL Place Residents' Association.

Seasonal Sing-a-long, Tuesday, December 19, 7:30 pm in the Crest Theatre Green Room. Join Eileen Boyd, Patty Gail, June Mitchell, Barbara Sadegur, with MC and sing-a-long leader Donna Linden and at the piano Roland Starr. Admission is free.

A swing shift dance party featuring Big Rude Jake, Sunday, December 17, 7:00 pm, at the Crest Theatre Green Room. Pay what you can. Brought to you by the PAL Place Residents Association.

### d) GO Transit Union Station Renewal Project Consultation

The GWNA in conjunction with the West Don Lands Committee and SEDERI present the GO Transit Union Station Renewal Project Consultation. This event, with David Hopper's explanation for work

on the terminal lands, takes place Wednesday, December 13, 7:00-9:00 pm, at 39 Parliament Street, 11<sup>th</sup> floor Amenity Room (buzzer 0193).



## **8. Adjournment**

The Chair adjourned the meeting at 8:58 pm.

The SLNA acknowledges the St. Lawrence Market Complex for sponsoring this evening's refreshments, and OWN for hosting tonight's meeting.

The next Delegates meeting will be held on Wednesday, January 31, 2007, at 7:00 pm.

THERE IS NO MEETING IN DECEMBER. HAPPY HOLIDAYS!

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**Joan Campbell, Corporate Secretary**

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**Hugh-Francis Burns , Chair**