

Update on Perth Avenue–Sterling Road Revitalization Plan

Summer 2014

Approved!

With great pleasure we announce that after years of hard work the Perth Avenue – Sterling Road Revitalization Plan (158, 164, 181 and 200 Sterling Road) was approved on May 27, 2014. We could have not done it without the support from Councillor Bailão, City staff and the local residents and business community.

"I am pleased to join the community in celebrating the incredible neighbourhood revitalization at 158 Sterling — a project which will bring new residents, new businesses, new jobs and new services to our community.

I welcome residents to learn more about the many great benefits of this project — including a new park, childcare centre and affordable housing.

– Councillor Ana Bailão



Perth Avenue- Sterling Road Revitalization Plan

About the Perth Avenue – Sterling Road Revitalization Plan

Promoting a Vibrant Mixed-Use Community- New Places for Employment, New Housing and New Parks/Open Spaces

Over the last 6 years, Castlepoint Numa has worked towards revitalizing and transforming its approximately 8-acre site into a mixed-use community. The Revitalization Plan will create a new park and open spaces, new and diverse employment opportunities and a range of housing types and tenures, including larger units to support families. Specifically, the Perth Avenue–Sterling Road Revitalization Plan will support:

- Approx. 565,000 square feet of new employment opportunities, including new office, retail, cultural, and commercial spaces
- Approx. 540,000 square feet of new residential, supporting a range of different housing types and tenures
- Over an acre of new parks and open spaces throughout site

Perth Avenue- Sterling Road Revitalization Plan – Land Use Strategy

- Mixed-Use
- Industrial/Commercial
- Residential
- Park/Open Space
- Townhouses



Perth Avenue–Sterling Road Revitalization Plan Approved

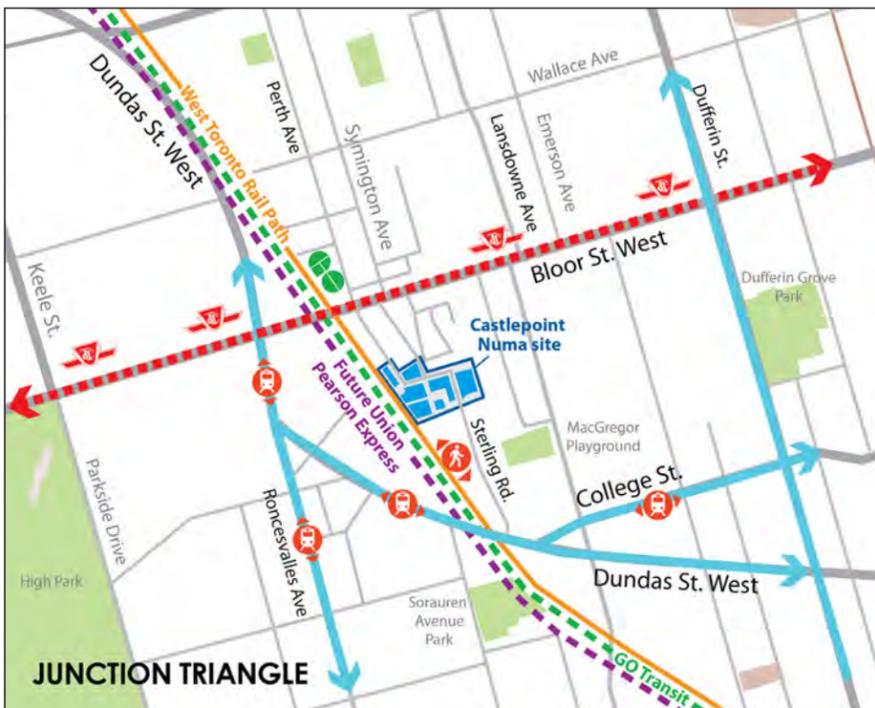
Restoring the Tower Automotive Building

One of the first steps in realizing the Perth Avenue–Sterling Road Revitalization Plan will be to rehabilitate and restore the Tower Automotive Building, a heritage designated c. 1919 industrial building. Castlepoint Numa has committed to invest tens of millions of dollars into restoring and preserving this unique heritage building. Once restored, the building will support new commercial and office uses targeted towards the arts and digital media sectors, and will remain the tallest and most prominent building through the entire project. Castlepoint Numa is currently working with City Heritage staff as part of the heritage preservation process.

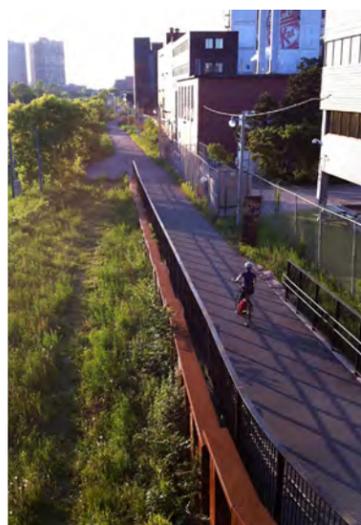


Transit Oriented Development

The Perth Avenue–Sterling Road area currently benefits from significant transit investment and infrastructure. The Revitalization Plan promotes opportunities for people to live and work all within walking distance of two subway stations, two streetcar lines, a GO station, the new Union–Pearson Express rail connection to the airport, and the West Toronto Rail Path, a multi-use trail along the rail corridor.



The Perth Avenue–Sterling Road Revitalization Area is located within the South Junction Triangle Neighbourhood, an area that benefits from significant public transit investment.



Soil Clean Up

With Castlepoint Numa leading site redevelopment, its partner RioTinto Alcan continues its environmental stewardship responsibilities by remediating contamination related to its historical operations on the site. A comprehensive and state of the art soil remediation program across the site began a few years ago to enable the approved Perth Avenue–Sterling Road Revitalization Plan and is currently nearing the end of the process. The site remediation program will be completed by the end of this year.

New Community Amenities

The Perth Avenue–Sterling Road Revitalization Plan will continue to invest in community amenities and services, including:

- Over an acre of land to support a new public park and open spaces
- Restored and revitalized heritage building
- A range of different housing types and tenures, including new affordable housing units and larger units to accommodate families
- Flexible range of building areas to support a diversity of employment tenants, which is vital to economic sustainability and revitalization
- New access West Toronto Rail Path off Perth Avenue
- New day care facility

Strong urban design and sustainability

Castlepoint Numa is committed to design excellence, place making and sustainability. The Perth Avenue–Sterling Road Revitalization Plan will incorporate several green features, including enhanced public and open spaces.

Process and Next Steps

With support from local residents, the business community, in particular Nestlé Canada, Councillor Bailão and City staff, City Council adopted the Perth Avenue–Sterling Road Revitalization Plan at its May 6 and 7th City Council Meeting. The Ontario Municipal Board formally approved the project on May 27, 2014. Although the project was before the Ontario Municipal Board, Castlepoint Numa, South Perth & Sterling Road Residents Association, Church of the First Born, Nestlé Canada, and Councillor Bailão's office and City Staff worked collaboratively to realize the vision for the site and the neighbourhood. Castlepoint Numa is excited to begin the next stages of the project, which includes detailed design of the buildings and the continued restoration of the heritage building. We look forward to continuing to work with the Perth–Sterling community!

Upcoming Events

Since Castlepoint Numa acquired the Perth–Sterling lands, we have made it a priority to support various community initiatives, while looking at strategies to bring positive activity to the currently vacant lands. From Sterling Cinema Al Fresco, where Castlepoint Numa hosted a summer outdoor cinema series, to Nike's Rule The Night flash run, which transformed the iconic Tower Automotive Building into a beacon of light for hundreds of runners, to ArtSpin, a bicycle and art tour — we are proud of the community engagement that has given the site a reputation as a cultural hotspot and provided a strong impetus for change,

As we move into construction phasing, new opportunities are already on the horizon. Beginning June 8th and continuing monthly throughout the summer and fall, the Junction Flea will occur on the parking lot at 181 Sterling Road, across the street from the Tower Automotive Building. Junction Flea features a mix of select independent vendors selling antiques, handmade crafts and design items, food, vintage clothing, records and more.

Castlepoint Numa is also pleased to sponsor and participate again in this year's Big on Bloor event. We hope to see you at our booth on July 19th and 20th!



EVENTS

