

1717 Avenue Road, Toronto, Ontario

Project:

Mixed-Use development at 1717 Avenue Road, Toronto

Client:

RioCan / Tribute Joint Venture

The Opportunity:

Planning advice for the redevelopment of a key site near Avenue Rd and Lawrence Ave West.

MSH Genuine Results

- A joint redevelopment venture between RioCan REIT and Tribute Communities;
- Six-storey mixed-use building consisting of street-related retail at grade, and 101 residential condominium units;
- Sensitive site adjacent to the existing stable community.



In order to address the absence of an “Avenue Study” for this designated segment of Avenue Road, MSH:

- Prepared detailed analysis of the development potential on other redevelopment sites within the corridor; and an assessment of the locally available community services;
- Determined the potential for this project to set a precedent for the form and scale of future reurbanization on the balance of this designated Avenue;
- Satisfied key policy considerations such as enhancement of the Avenue Road streetscape and pedestrian environment, appropriate framing of adjacent streets, support for public transit and broadening of local housing choices;

The building successfully balances the intensification potential of this under-utilized urban site in this main street setting, with due respect and care for the stability of, and compatibility with the adjacent residential neighbourhood.



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