



Volume 3 – Issue 1 – February 2005  
[www.NorthRosedale.ca](http://www.NorthRosedale.ca)  
 The North Rosedale Ratepayers Association – (NRRA)  
 (416) 466-9275

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# North Rosedale News

## From the desk of the President of the NRRA



The North Rosedale Ratepayers Association has represented the

interests of our community for many years. Our continuing goal is to maintain North Rosedale as one of Toronto's best areas to live.

Your volunteer association is very busy with a full agenda. I have written my report in short snippets with larger headlines for easy reference.

### *Heritage Conservation District*

Last year, City Council passed a bylaw designating North Rosedale as a Heritage Conservation District. The bylaw followed a two-year community-driven process involving your Association, 50 hard-working volunteers and the inspiration and professional guidance of E.R.A. Architects, which is regarded as Toronto's pre-eminent expert in heritage conservation and restoration. We received the full support of Councillor Kyle Rae, his staff and City staff as we worked hard to develop our rationale for a heritage designation for North Rosedale. Three objections to the bylaw were filed with the Ontario Municipal Board after the bylaw passed City Council, which will schedule a hearing during the next few months. With the overwhelming support from our community, we are keen to get these appeals dispatched as soon as possible to allow our heritage designation to be in place later this year. (See story in this newsletter)

### *Don Valley Transportation Master Plan Task Force*

In the "Never Say Die" category, we may again be fighting against proponents favouring a new road in our area to carry commuter traffic into and

out of the downtown core. A public meeting will be held on Tuesday, February 22 at Rosedale United Church to obtain community input on the report of the task force. Building a new road in mature urban areas will have deleterious effects in the form of increased traffic, pollution and safety concerns in our neighbourhood should it go ahead. Your Association, along with many other interested parties, successfully opposed the extension of Leslie Street through to Bayview Avenue. Now an alternative is being put forward to extend Redway Avenue (by the Loblaws store) east to Bayview Avenue, intersecting at Nesbitt Drive. Although now proposed as a "bus only" road, its rapid evolution into a busy thoroughfare for cars and trucks will surely happen. Our South Rosedale neighbours are impacted by another troubling proposal from the task force to expand the Castle Frank subway station to handle several dozen buses each day full of commuters coming off the Don Valley Expressway. This will increase traffic volumes in an already congested area. The Rosedale, Moore Park and Governors Bridge neighbourhoods will be holding a public meeting on this subject in the near future. (NRRA Director Contact: J. Patrick Howe (416) 929-0512 [phowe@northrosedale.ca](mailto:phowe@northrosedale.ca))

*Continued on Page 2*

## Important Dates to Remember:

### **Don Valley Transportation Master Plan**

Tuesday, February 22, 7:30 pm  
 Rosedale United Church

### **Community Safety Meeting**

Thursday, February 24, 7:30 pm  
 Rosedale United Church

### **Mayfair**

Saturday, May 14, All Day,  
 Rosedale Park

# Concern about safety in Rosedale

The daylight armed robbery of Marshall’s Drug Store on Summerhill Avenue has raised more concerns about safety and security in our community. This unsettling event, as well as the periodic burglaries and car thefts, will no doubt be on peoples’ minds when they gather at Rosedale United Church on Thursday February 24<sup>th</sup> for a public meeting with officers of 53 Division of Toronto Police.

On Monday, January 10<sup>th</sup> at approximately 1:00 p.m. two men, one reportedly armed with a gun, entered Marshall’s and demanded money and drugs. They left the store on foot with cash and a stash of drugs after the robbery. Both were seen loitering around the area prior to the robbery. Police do not have any suspects.

Policing responsibility was transferred recently to 53 Division. Officers led by Unit Commander Larry Sinclair had already agreed to participate in a public meeting prior to this robbery that is being co-sponsored by NRRA with the South Rosedale, Moore Park and Governors Bridge ratepayers associations. NRRA thanks the police for coming. The meeting starts at 7:30 pm in the Church sanctuary.

(NRRA Director Contacts:  
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[gfortier@northrosedale.ca](mailto:gfortier@northrosedale.ca) )



*Continued from Page 1*

## ...NRRA President’s Letter

### *Building in the Ravine*

In late-breaking news, the Toronto Region Conservation Authority turned down an application for a “fill regulation permit” that would allow the construction of a residence in a ravine property at 110R Glen Road. Neighbours on Glen Road and Binscarth Road have been waging an expensive battle for several years to prevent a residence being built on property behind their houses. At a TRCA hearing on January 14, several interveners, including former Mayor David Crombie and the NRRA president, opposed this proposal. The neighbours won as the TRCA executive committee reversed itself and refused to allow a fill permit for 119R Glen Road to be issued. Neighbours on Beaumont Road, assisted by the NRRA, were also successful in preventing a TRCA permit to allow construction of a residence on a vacant lot in a nearby area of the ravine. NRRA’s position has been consistent: **The public interest is not served by permitting new residential construction in our ravines, even on privately owned land.** (NRRA Director Contact: J. Patrick Howe (416) 929-0512 [phowe@northrosedale.ca](mailto:phowe@northrosedale.ca) )

### *Summerhill Market is expanding*

The owners of Summerhill Market, which recently celebrated its 50<sup>th</sup> anniversary of service to our community, are proposing to expand the store. The proposal includes demolishing three buildings – two homes to the west of the store and the “Scoops” ice cream store – for a new, enlarged parking lot. An addition to be built on land used for the current parking lot – to the east of the existing building – will include expanded warehouse space, kitchen/baking facilities and new specialty retail space, as well as a more efficient receiving area. The current parking lot is often difficult for store customers to navigate because it is also used for delivering store merchandise. The store’s receiving facilities are far from efficient and badly need an upgrade. The

McMullens – father Bob, son Brad and daughter Christy – have shared their expansion plans along the way with your association, which has agreed to sponsor an information meeting for the adjacent neighbourhood before the proposal goes to the City’s Committee of Adjustment for consideration. (NRRA Director Contact: P. Geoff Shaw (416) 924-5556 [gshaw@northrosedale.ca](mailto:gshaw@northrosedale.ca))

### *Public Safety meeting*

Please mark Thursday, February 24<sup>th</sup> at 7:30 p.m. on your calendar. On that evening – at Rosedale United Church – staff officers and police from 53 Division (at Eglinton Avenue and Duplex Avenue) will be NRRA’s guests at a public meeting to discuss community safety. The NRRA sponsored a well-attended public meeting about community safety more than two years ago when policing responsibility was in the hands of 51 Division (then located in Regent Park, now re-located to Front Street). With the recent realignment of policing responsibilities, the NRRA thought it was a good time for the community to meet and hear from the officers of 53 Division who are now responsible for policing in Rosedale. We have invited neighbouring ratepayer groups from South Rosedale, Moore Park, and Governor’s Bridge to co-sponsor this meeting with us. With the periodic incidences of burglaries and car theft in our community, it promises to be a lively and well attended meeting. It promises to be a lively affair, particularly in light of the recent armed hold-up at Marshall’s Drug Store in Summerhill Avenue.

Let me talk about a key initiative now underway by the NRRA:

### *Ravine Improvement*

Our community is one of the most fortunate in Toronto with its acres of natural ravine on three boundaries. Unfortunately, the natural vegetation in our ravines is deteriorating, the result of years of neglect and poor maintenance, complications arising from its complex public and private ownership, and – as some would believe – the invasion of

dangerous species of plant life that reduce the variety and health of indigenous plant life. The future of our ravines as an important inter-city recreational asset is at risk unless long-term rehabilitation and maintenance are put in place. The NRRA, along with neighbouring ratepayer groups, a few citizens, and Councillor Kyle Rae, is in the early stages of developing a long-term plan – with involvement from the City and the Toronto Region Conservation Authority (TRCA) -- to rehabilitate these ravines that provide such an essential asset for our community. It will involve a lot of community participation (personal as well as financial involvement) to get a full commitment from the City and the TRCA. Stay tuned and be prepared to pitch in! (NRRA Director Contact: Jan Ruby (416) 921-1550 [jruby@northroosedale.ca](mailto:jruby@northroosedale.ca))

Here are just some of the activities for which the NRRA is providing leadership:

***TTC service***

Bus service in North Rosedale was reduced significantly last fall. This was an arbitrary decision by the TTC, which is threatening further cutbacks as a result of current usage levels. The NRRA attempted to prevent these cutbacks with the TTC and is attempting to obtain a commitment that there be no further changes to the schedule. (see article on page....)

***Footbridge over CPR tracks***

Unfortunately, the McLennan Avenue footbridge is becoming a safety hazard from the vibrations of the 70 or so trains passing beneath it each day, the cold winters and hot summers of wear – all of which has taken their toll on the bridge’s structural soundness. The City is promising repairs, but this will have a serious impact on pedestrian traffic patterns, particularly for children on their way to schools in Moore Park. The NRRA and the Moore Park Association will be involved in future public meetings.

***Federal all-candidates’ meeting***

The NRRA and neighbouring ratepayer groups organized an all-candidates’ meeting in the days before the 2004 federal election. More than 300 people turned out at Branksome Hall to hear the candidates from the major parties debate the issues.

***Community Police Liaison Committee (CPLC)***

Many divisions of the Toronto police have organized community liaison committee to discuss policing issues. The NRRA is a member of the CPLC for 53 Division and, as such, regularly attends meetings and discusses safety matters with command officers and beat police. Burglaries, auto thefts and personal assaults have been topics of conversation at these meetings. (NRRA Director Contact: Patty Fischer (416) 972-6434 [pfischer@northroosedale.ca](mailto:pfischer@northroosedale.ca))

***Heritage Toronto Walking Tours***

North Rosedale has a story-filled history. Once the site of a golf course and lacrosse grounds, our community is (and has been) the home of lieutenant governors, provincial premiers, captains of industry and finance, university presidents, actors and mavens of culture. The NRRA supported an initiative by Kim Moritsugu to organize and lead an architectural and historical walking tour of North Rosedale under the auspices of Heritage Toronto.

***NRRA Web site***

Now a familiar part of North Rosedale, our community Web site: [www.northroosedale.ca](http://www.northroosedale.ca) This will provide access to the most current, useful neighbourhood information and activities including updates on events, local projects of interest and safety alerts. If registered, North Rosedale residents can receive e-mail updates. (see article on page....)

***Don Valley Brick Works***

A non-profit group, Evergreen Environmental Foundation, is well advanced on a plan to rehabilitate the 16.5 hectare site that was the source of bricks for many of Toronto’s older homes and well-known commercial and institutional buildings. As Evergreen’s

plans evolve, the NRRA expects to be involved in the urban ecology program for the site. (Check out a story about the Brick Works in January 15th issue of *The Globe and Mail*)

***Construction and renovation issues***

The NRRA often finds itself involved in renovation and building issues in our community. As NRRA president, it never ceases to amaze me about how thoughtless some property owners can be when planning changes, renovating or rebuilding their properties. Thoughtful and reasonable people planning changes take the time to talk to their neighbours, show them their plans and listen (and react where it’s possible) to legitimate concerns. These good people don’t allow their contractors to work outside normal hours (e.g., early in the morning, late at night, Sundays and holidays). And responsible property owners keep construction sites clean and safe (without portable toilet facilities sitting starkly on front lawns!), and endeavour to complete projects in a time-efficient manner so as to minimize inconvenience. Hopefully, the guilty parties will know who they are and will mend their future ways!

***Membership Renewal***

That allows me to conclude with one final message. North Rosedale has more than 900 residences. For the past three years, more than 50% of these households have belonged to our association – it’s one of the highest memberships in the City. Such a high membership provides clout for your association as it represents North Rosedale before politicians, regulators and staff at the City and the Province.

**This newsletter includes your 2005 membership renewal for the NRRA. Please take a minute to complete this form and send us your \$45 membership fee.**

Contact our tireless NRRA secretary, Jean Weihs, for further information (416) 466-9275 [jweihs@northroosedale.ca](mailto:jweihs@northroosedale.ca)

On behalf of all 16 NRRA volunteer directors, I wish you a happy 2005!

# Heritage District Designation is coming to North Rosedale!

North Rosedale is moving closer to becoming a designated heritage conservation district, following closely in the footsteps of South Rosedale, which received its official designation last year.

After receiving strong community support for the proposal two years ago, NRRA amassed a team of 50 dedicated volunteers that researched the history of every home in North Rosedale. With the generous donations of hundreds of residents and financial support from the City, NRRA was able to hire E.R.A. Architects, a leading Canadian firm in heritage conservation and restoration.

ERA compiled a detailed report recommending to the City that it pass a bylaw to designate North Rosedale as a heritage district. This report was distributed to all North Rosedale residents early last spring and is available on NRRA's Web site ([www.northrosedale.ca](http://www.northrosedale.ca)).

The ERA report determined that there were many strong and unique heritage features of our community. City Council unanimously approved the designation of North Rosedale as a heritage conservation district under Part V of the *Ontario Heritage Act* last summer.

To date, there have been three objections to this bylaw, with pending appeals to the Ontario Municipal Board. A date to allow these three appeals to be heard will be established shortly.



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# Save the Date!! May 14<sup>th</sup>

It may be months until Mayfair, but work is already under way to make the 59<sup>th</sup> annual Mayfair another day to remember. Mark your calendars now for Saturday, May 14.

Co-chairs Lee Howe and Jane Humphreys ask everyone to put in your order for a beautiful day.

The organizing committee is already busy at work planning an exciting line up of activities and events. The theme for the 2005 Mayfair will be revealed in next month's Mooredale newsletter to give you plenty of time to plan your outfit.

Mayfair is a traditional community building event that has knit together neighbours and provides an important source of revenue to support all of the activities at Mooredale House – the sports, leisure courses and the children's programming – for decades. And while we all know how much fun it is to come to Mayfair, a little known fact is that its lots of fun to work on Mayfair too!!

The organizers are looking for people who would like to learn about how it all comes together and contribute to our team. This year we are especially looking for people to help with set up, manage treasury operations, and staff the "marketplace" area.

If you are interested in these roles or if you'd like to help with any other parts of Mayfair, please contact one of the following:

- Jane Humphreys (Co chair)  
[lalonder@rogers.com](mailto:lalonder@rogers.com)
- Lee Howe (Co chair)  
[lahowe@howecoholdings.com](mailto:lahowe@howecoholdings.com)
- Eleanora van Orman  
(Volunteer coordinator)  
[eleonora@vanorman.ca](mailto:eleonora@vanorman.ca)
- Lalima Sarkar at Mooredale House  
(416) 922-3714 ext. 102



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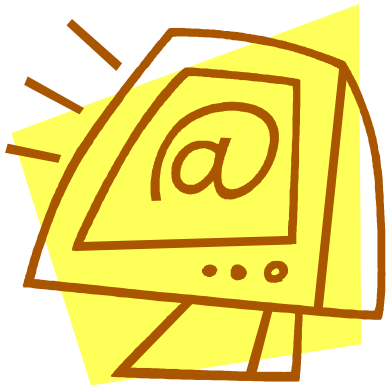
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# NRRA's Web Site & eCommunications



In 2004, NRRA launched its new web site at [www.northrosedale.ca](http://www.northrosedale.ca). Its goal is to be 'the' bulletin board for all neighbourhood news (e.g.: bus schedules, weather, maps, web site links for other local organizations, health & emergency links).

The web site includes lots of other useful information, including a snapshot history of every North Rosedale home. There are also NRRA project updates, neighbourhood news, information about public safety, upcoming events, and the complete Heritage Project report.

This site is kept current with any neighbourhood information coming to web master Michael Rodger from a variety of sources. Response to the site has been very positive with usage exponentially higher than with the prior version. Michael is NRRA's web communications maven and he encourages you to provide feedback on additional functions or services that can be added to the web site.

Many North Rosedale residents have asked for more immediate notification of any urgent issues. We have introduced a new service where NRRA members can be notified by email of key events and updates, such as informing everyone about the recent, day-time, gun-point robbery at Marshall's Drug Store on Summerhill Avenue.

"We all have more email than we need, so I can assure you this service is used sparingly and only as necessary," says Michael. "Email information is kept strictly confidential, in keeping with the NRRA's Privacy Policy, a copy of which can be found on the NRRA web site."

If NRRA residents would like to register for this service, please go to the web site and send your request via email, by clicking on the 'Contact Us' in the bottom banner of the NRRA home page.

In 2005, Michael will be looking for enhancements to the web site and provide additional services and would welcome your input. Please forward your input to:

(NRRA Director Contact:  
Michael Rodger (647) 227-2399  
[mrodger@northrosedale.ca](mailto:mrodger@northrosedale.ca))



## Rosedale 82 – Bus Service Changes

On September 7, 2004, rush hour bus service for the 82 bus route in North Rosedale was reduced by 50%, lowering service from 10 minutes to 20 minutes. In a TTC report called Service Improvements for 2004, published in March 2004, bus route 82 is categorized, along with 62 other routes, as a service with poor financial performance.

Furthermore, the report identifies Route 82 as a candidate for further service reduction. Particularly vulnerable is the late service each evening. The TTC uses a financial ratio -- the change in rider-

ship per dollar of net cost change -- to evaluate the economics of each bus route.

Each year, a minimum economic value for each route is established. This depends on the fare revenue expected and the amount funding provided by the City of Toronto. This year the minimum value is 0.23. The data for Route 82 appears below:

The TTC also has vehicle loading standards. A standard bus is expected to carry an hourly average of 57 passengers during peak periods and 39 during off peak hours. A passenger count done on Route 82 in April 2004 recorded an average of 47 passengers per bus during peak periods, below the standard.

Route 82 will remain an unprofitable route unless bus loadings can be increased. The TTC is looking at combining Route 75 (Sherbourne bus looping through south Rosedale) and Route 82. However, extending the bus route will result in erosion of the service frequency. Smaller buses are not an alternative because the bulk of operating costs are labour and smaller buses are more expensive to maintain than the standard buses.

Growth in all forms of TTC ridership has fallen since reaching a high of 463 million customer trips in 1988. In 2003, customer ridership was 405 million compared with 415 million in 2002 and 420 million in 2001. It appears that rising ticket prices are having a negative impact on ridership growth. In the TTC report *Service Improvements for 2004*, the TTC indicated that "customers' comments about their travel needs and experiences on the TTC are an important source of information for managing the TTC system."

The TTC reviews the impact of service changes six months after implementation. For bus route 82, this review will come up in March 2005. We urge North Rosedale residents to show their support for the bus service by writing, emailing or calling their

alderman Kyle Rae and Rick Ducharme, TTC general manager.

(NRRRA Director Contact:  
Normunds Mierins  
(416) 924-1522  
[nmierins@northroosedale.ca](mailto:nmierins@northroosedale.ca))

## Historic Summerhill Market to expand

The venerable local institution, Summerhill Market, is about to undergo a major overhaul. Starting this spring Summerhill will undergo a restructuring and facelift.



Summerhill Market first opened its doors to Rosedale shoppers in 1954, in what is now the Rosedale Branch of the RBC – Royal Bank.

Established at that time by Frank McMullen, the store is still family run.

Frank’s sons - Bob, Wayne, and Barry - soon joined their father at the Market.



In the 1980’s, the McMullen clan opened the Sherwood Market on Mount Pleasant Avenue, now run by Wayne.

Today, Summerhill Market is now being managed by the third generation

of the McMullen family, two of Bob’s children, Brad and Christy.



In 1991, the need for more space necessitated a move down the street to Summerhill’s current location. A full service kitchen now complements the collection of gourmet and everyday grocery items, along with a wide selection of meats, and fresh produce. Heading the kitchen is Chris Klugman,



one of Toronto’s highly regarded chefs, who joined the Market after making his reputation at the Delta Chelsea Hotel and the Rosewater Supper Club.

For some time Summerhill Market has experienced increasing need for a restructuring of its facilities. One particularly difficult situation is the traffic congestion experienced by the customers in and around the store. Traffic tie-ups both in the parking lot and on the street are making disruptions more and more uncomfortable for customers, neighbours and the public in general. The problem is exacerbated by daily delivery trucks jockeying their way through the small narrow lot to the back of the building.

Brad McMullen says “It’s hardly up to the standard we try to achieve, to have our customers wait to get a parking spot, before they shop, and wait to leave that same spot when they are finished making their purchases.”

To deal with this problem, the McMullens have come up with a plan to alleviate traffic congestion and modernize the store’s layout.

To realize these goals Summerhill Market has a three phase plan.

Phase one will move the existing customer parking lot to the west side of the building, effectively doubling its size. The parking area will be located on the property between the RBC (Royal Bank) building and Summerhill Market. Currently there are two homes and the “Scoops on Summerhill” building. One home is vacant and the other is temporarily occupied by Christy McMullen. Neither house is in good repair and would require extensive renovation for use as a single family dwelling.

The new parking lot will have two full rows of parking, increasing the total parking spaces to 32. The current lot holds only 17 spots and has an extremely narrow drive area.

Phase two will involve fencing off the old parking lot and engaging in an excavation and expansion of a new wing on the east side of the building. This new area will serve several purposes. First, it will incorporate a newer, modernized and better oriented loading area. This will allow faster unloading and minimize the need for large movement of received product throughout the store. This new area will include modernized storage facilities, both dry and cold. This new arrangement will reduce the amount of time necessary for the unloading of goods and will alleviate the amount of traffic disruption in this neighbourhood.

Phase three will be the final internal reconfiguring of the store itself. When the second phase is near completion, the contractors will knock down the wall between the two buildings. The McMullens believe that they may have to close the store for a short while so as to move equipment and shelving, install new fixtures and renovate a portion of the existing building.

The McMullens say that given the contractors experience and track record, they expect that much of this development will be done in a timely fashion with minimal disruption to the street and/or the neighbourhood.

Continued from Page 4

**...Heritage district is coming**

“We are quite confident that the bylaw will be passed,” said John Hogarth, NRRA’s director who oversaw the heritage project. “The NRRA thanks and appreciates all those residents that work hard to protect and respect the wonderful unique heritage of our community through the preservation of their homes and the protection of our trees.

“It’s a project that will provide lasting benefit to our community.”

(NRRA Director Contacts:  
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**“Pooch Etiquette”**

**Rosedale Dog  
Ownership 101**



We as members of the “North Rosedale Family” have a wonderful variety of walking areas for ourselves and our family pet. For the most part everyone is very conscientious about picking up after their pet; however, there are some who still ‘forget’. Cleaning up after your pet is not only being a good neighbour, in Toronto it’s the law.

For the City to remain a place where dogs are welcome, all dog walkers must ensure their pets are leashed where leashing is required, and that all dog walkers promptly clean up after their dogs. Although this is especially important in our parks and public areas, private properties must also be kept clear of those dog ‘treats’. Remember, besides being unpleasant and a nuisance, dog and cat feces that are not picked up and may harm your family’s and/or your pet’s health.

Please, always carry a plastic bag when you walk your dog, (ensure your children do as well), and promptly stoop and scoop. Carry some extra bags; and if you see other dog walkers who don’t stoop and scoop, politely offer them a bag and request that they do. Persons not scooping can be reported to **Animal Control Services @ (416) 392-6767**, especially if their home address is known.

Failure to clean up after you dog or cat may result in a “ticket” with \$105.00 + fine, or upon conviction in a court of law, in a fine of up to \$5000.00.

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# THE 2005 NRRA MEMBERSHIP IS NOW DUE!

We need your support to continue our work in 2005. For an investment of \$45.00 per annum, you can help us maintain those things about North Rosedale that make it a premier neighbourhood in the City of Toronto. It is particularly important that the more North Rosedale households belong to the Association the more we are able to exert influence on local politicians and civic officials.

## To join or to renew your membership in the *North Rosedale Ratepayers Association*:

### To join or to renew your membership:

Please send a cheque in the amount of \$45.00, payable to the **NORTH ROSEDALE RATEPAYERS ASSOCIATION** to:  
Jean Weihs, NRRA Secretary-Treasurer, 4 Fairview Blvd., Toronto, M4K 1L9

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Do you wish to help/volunteer in some capacity? \_\_\_\_\_

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