

# GTA HIGH RISE LAND INSIGHTS REPORT

Q1 - 2022

Published June 2022



Report Sponsor

**Baker**  
Real Estate



# HARBOUR EQUITY

PROVIDING FLEXIBLE  
EQUITY CAPITAL  
TO DEVELOPERS  
ACROSS CANADA



ARI SILVERBERG | [ASILVERBERG@HARBOUREQUITY.COM](mailto:ASILVERBERG@HARBOUREQUITY.COM)  
[HARBOUREQUITY.COM](http://HARBOUREQUITY.COM)



## SERVICES

- MARKET STUDIES
- PROJECT TROUBLESHOOTING
- RENTAL PRICING REPORTS
- CONDO ADVISORY SERVICES
- LAND VALUATION
- DATA ANALYSIS
- FORECASTING

**VISIT MORE**

 +416 716 2096

 [WWW.BULLPENCONSULTING.CA](http://WWW.BULLPENCONSULTING.CA)

 @BULLPENCONSULT

# CONTENTS

Introduction	5
Annual High-Density Land Prices in the GTA	7
GTA High-Density Land Sales in Q1-2022	8
Historical High-Density Land Sale Data	8
Land Prices & Land-to-Revenue Ratio in the '416 Area' versus the '905 Area'	9
Summary Land Sales Data for Top Municipalities	10
Individual Transactions in Q1-2022 by Neighbourhood	11
Spatial Distribution of High-Density Land Sales in Toronto	13
Per-Buildable-SF Values by Planning Status in Toronto	14
Land Prices by Building Type in Toronto	15
Repeat Sale	16
Project Updates	18
1095 - 1111 Danforth Avenue	18
906 Yonge Street	19
2237 St. Clair Avenue West	20
77 Union Street	21
100 Eglinton Square	22
1296 Kennedy Road	13
Final Thoughts	23
Renderings	25
Available Renderings for Zoning Submitted or Zoning Approved Sites	25



®

# ATRIUM

MORTGAGE INVESTMENT CORPORATION

## CANADA'S PREMIER NON-BANK LENDER™

### We understand your development financing needs.

### We offer fast turnaround and creative structures that can open new opportunities for your business.

- *Land, land assembly and construction financing*
- *Bridge and term financing*
- *All types of multi-residential and commercial real estate*

**Richard Munroe**

Chief Operating Officer

Mortgage Agent  
416.607.4205

[richard.munroe@atriummic.com](mailto:richard.munroe@atriummic.com)

**Bram Rothman**

Managing Director

Mortgage Agent  
416.607.4206

[bram.rothman@atriummic.com](mailto:bram.rothman@atriummic.com)

**Tyler Veres**

Vice President

Mortgage Agent  
416.607.4212

[tyler.veres@atriummic.com](mailto:tyler.veres@atriummic.com)

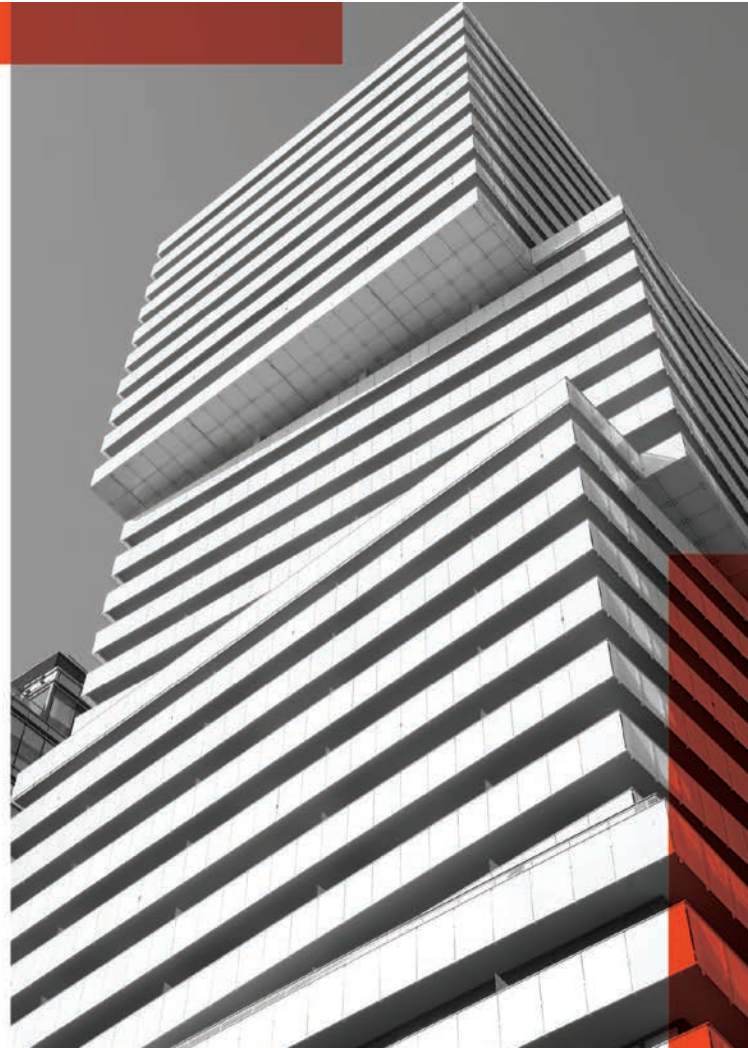
Atrium is listed on the Toronto Stock Exchange (TSX: AI) ATRIUM MORTGAGE INVESTMENT CORPORATION IS MANAGED BY CANADIAN MORTGAGE CAPITAL CORPORATION - LIC. 10284, and its subsidiaries, Canadian Mortgage Capital (ALTA) Corporation - registered with the Real Estate Commission of Alberta, CMCC Mortgage Capital (BC) Corporation - British Columbia registration X300082

# OVER 25

years as North America's leading new home sales and marketing authority

DISCOVER MORE AT  
[www.baker-re.com](http://www.baker-re.com)

**Baker**  
Real Estate Incorporated



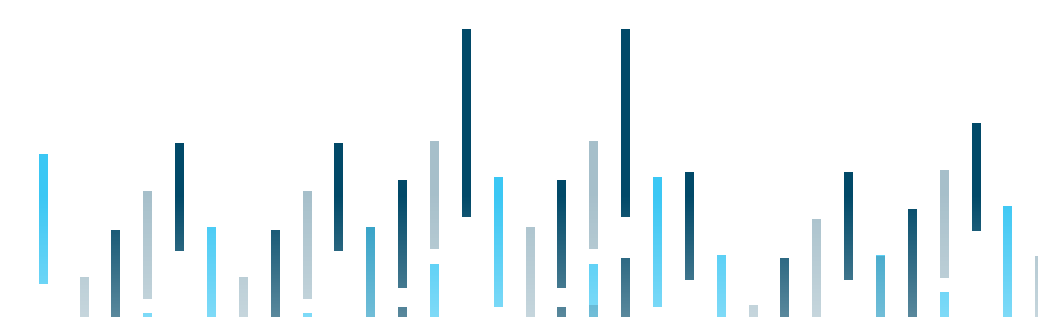
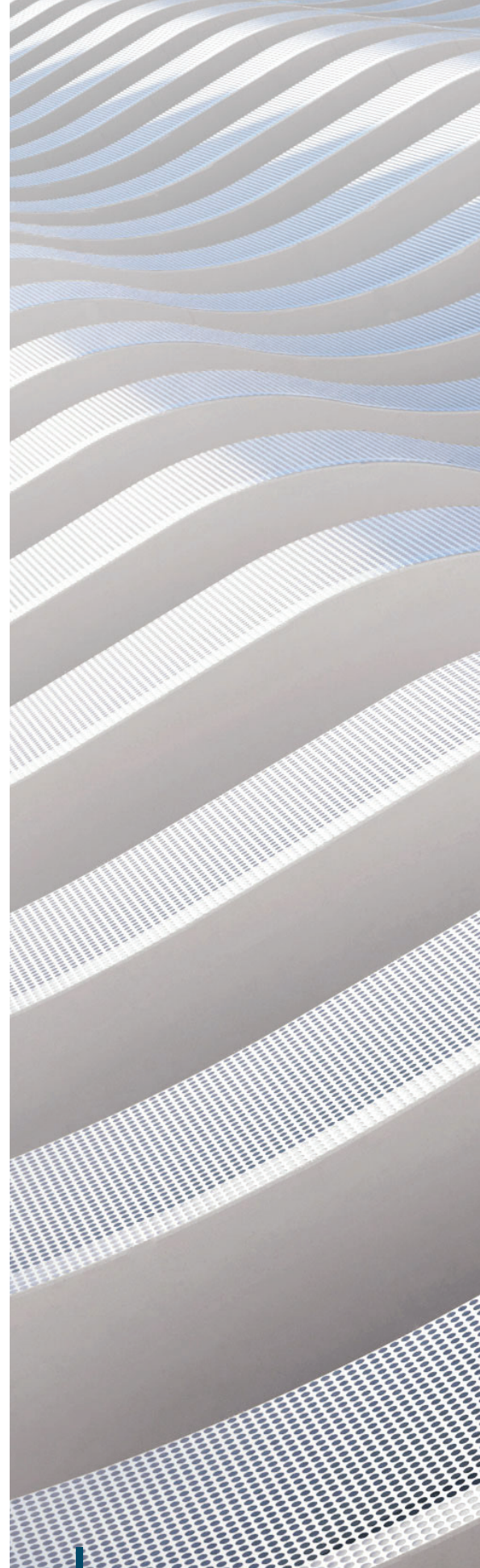
# INTRODUCTION

Bullpen Research & Consulting Inc. (Bullpen), a residential market research and advisory firm, and Batory Management (Batory), a land-use planning and project management firm, have teamed up to review and provide projections on Greater Toronto Area (GTA) high-density land sales on a quarterly basis.

For a selection of land transactions, we present the active development application, or Batory makes an assumption as to the potential development project that is likely to be proposed/approved at the site based on neighbourhood precedence and the existing planning framework. If the project has not launched for sale, Bullpen will estimate the overall revenue for the project on an average price per-square-foot (psf) basis. This estimate is based on market comparables, the projected height, the unit count, and other identifiable attributes.

If the parcel of land sold is part of, or potentially part of a future land assembly, the projected gross floor area (GFA) for the overall development will be prorated based on the current quarter's lot size in relation to the overall assembled development site. For example, if a 0.5 acre property sells in the current quarter for \$10 million, and an apartment with 250,000 sf of GFA is proposed on the total assembled 1 acre site, Bullpen would apply half of the total GFA ( $250,000 \times 50\% = 125,000$  sf) to the sales price to get \$80 per-buildable-sf (pbsf).

In the event that the land parcel trading is an additional property to be added to an existing assembly where a residential development application has already been submitted, this will be considered a pre-application project under its planning status.



# Raise your expectations.

Blazing trails since 1973, McOuat Partnership established many of the real estate marketing practices that have since become industry standard. With more than 3000 communities behind us, spanning every province, 16 states, and the Caribbean, we can be counted on to elevate the success of your next development.

High-rise Multi-family Low-rise Mid-rise  
Master planned Resort Retirement Adult lifestyle  
Commercial Industrial Hospitality Packaged goods



## Let's talk.

905.472.2000 | MCOUATPARTNERSHIP.COM

Print | Digital | Social | Video | Animation | Touch screens | Interior design | Renderings | Photography | PR

# Urban Planning & Project Management

## Urban Planning

- Land Use Planning for Residential, Commercial, Employment and Institutional Projects
- Official Plan Amendments
- Zoning By-law Amendments
- Minor Variance / Committee of Adjustment
- Plan Of Subdivision Processing
- Site Plan Design
- Condominium Processing and Registration
- Expert Evidence – Local Planning Appeal Tribunal
- Public Consultation

## Real Estate Development & Management

- Land Development Project Management
- Highest and Best Use Analysis
- Land Acquisition and Assembly
- Due Diligence Reports
- Land Development Agreements
- Product Development & Design
- Market Valuation and Analysis

**BATORY**  
Management



**Paul Demczak** MCIP, RPP  
Principal, Batory Management

T 647.530.3634 E pdemczak@batory.ca @pdemczak  
www.batory.ca

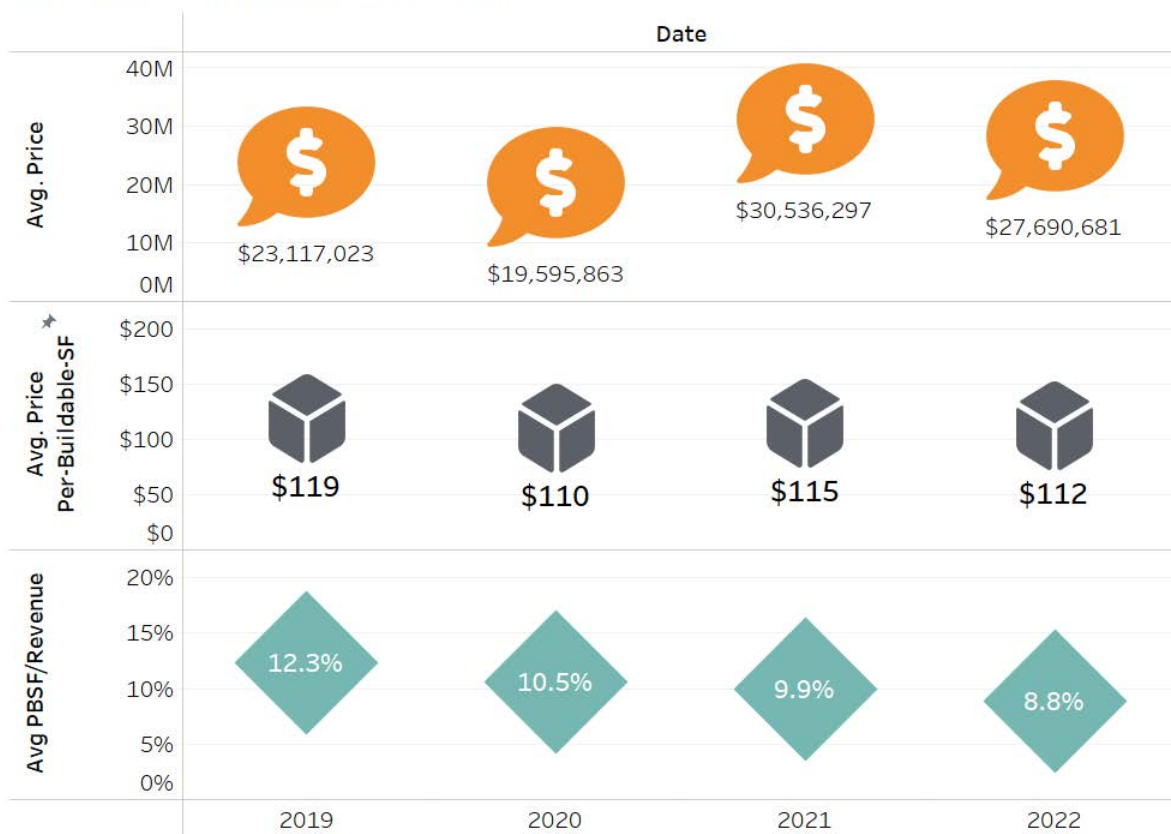
# ANNUAL HIGH-DENSITY LAND PRICES IN THE GTA

**Figure 1** looks at the average price, average price per-buildable-sf, and Land-to-Revenue Ratio (LRR) for GTA land transactions that were identified as having future development potential as a condominium or rental apartment in 2019, 2020 and 2021 overall, and in Q1-2022.

The average property sold for \$30.5 million in 2021 and \$27.7 million in Q1-2022. The average property was 2.16 acres last year, and 1.86 acres in the first quarter of this year.

On a per-buildable-sf basis, the average estimated price per-buildable-sf was \$115 in 2021 and \$112 in Q1-2022, representing a decrease of 3%.

**Figure 1: Average Price & Price Per-Buildable-SF, High-Density Land Sales in the GTA, 2019 to 2021 & Q1-2022**



In every Land Insights Report, Bullpen Consulting reviews the current market conditions and competitive landscape surrounding each of the land sales and comes up with an overall average price per-square-foot that condominium apartments might sell for at that location if they were on the market at the time of the sale (even if the development is earmarked as a future rental).

This is done to establish a reasonable “Land-to-Revenue Ratio” estimation that can be tracked over time (alternatively shown in this report as the LRR or PBSF/Revenue). How much will developers or other high-density land purchasers pay for property in relation to the going market rate for new condominium apartments, and how does that rate change based on location and time?

In 2021, the average land-to-revenue ratio was 9.9%, which decreased to 8.8% in Q1-2022.

# GTA HIGH-DENSITY LAND SALES IN Q1-2022

In Q1-2022, Bullpen and Batory reviewed 51 land sales, the highest number of quarterly trades since this report was first published in Q4-2017. The average sales price of those lands was \$112 per-buildable-sf as indicated above, up from \$110 pbsf in Q4-2021.

Bullpen estimated that residential condominium apartments at the Q1-2022 land sales (if on the market today) could sell their units at an overall average price of approximately \$1,274 psf at the time of the land sale, which indicates that developers paid for land at nearly 8.8% of expected revenue in the first quarter, nearly identical to Q4-2021 (8.9%).

## Q1-2022: \$112 PER-BUILDABLE-SF

### Historical High-Density Land Sale Data


Figure 2 looks at historical high-density land sale data in the GTA by quarter since Q1-2018 using estimated and unrevised average price per-buildable-sf (pbsf) figures from previous Land Insights Reports. The top panel shows the average land prices, while the bottom panel shows the median land prices.

The average price per-buildable-square-foot was higher in Q1-2019 at \$119 pbsf than Q1-2022. Land prices have decreased by 3.4% from the Q1-2021 average price per-buildable-square-foot of \$116.

Figure 2: Average & Median High-Density Land Price Per-Buildable-SF by Quarter, GTA, Q1-2018 to Q1-2022







The grey dashed linear trendline suggests land prices in the GTA have been virtually flat for three years. However, this report will look at how the composition of the sample transactions have changed over time.

As mentioned in previous reports, the rapid rise in construction costs, the increases in development charges, inclusionary zoning, rent control, and the uncertainties involved with development approvals is contributing to somewhat flat land prices overall in the GTA, despite the significant price growth on a per-square-foot basis currently occurring.

The median land price has actually trended downward over the last three years, but the \$93 pbsf value in Q1-2022 is up from \$85 pbsf in the fourth quarter of 2021, and from \$74 pbsf in Q1-2021.

It should be noted at this juncture that these are very small sample sizes, and the transactions are in very diverse locations, in various stages of entitlement, with very different risk profiles. Some sites have rental replacement, heritage considerations, significant commercial or retail components, or affordable housing requirements impacting the sales price. The blending of data at a GTA level doesn't provide a lot of value on a quarterly basis given the limited number of trades.

The data will be further delineated in this report by geography, planning status and building type to get a better understanding of the movements in the land market.

## LAND PRICES & LAND-TO-REVENUE RATIO IN THE '416 AREA' VERSUS THE '905 AREA'

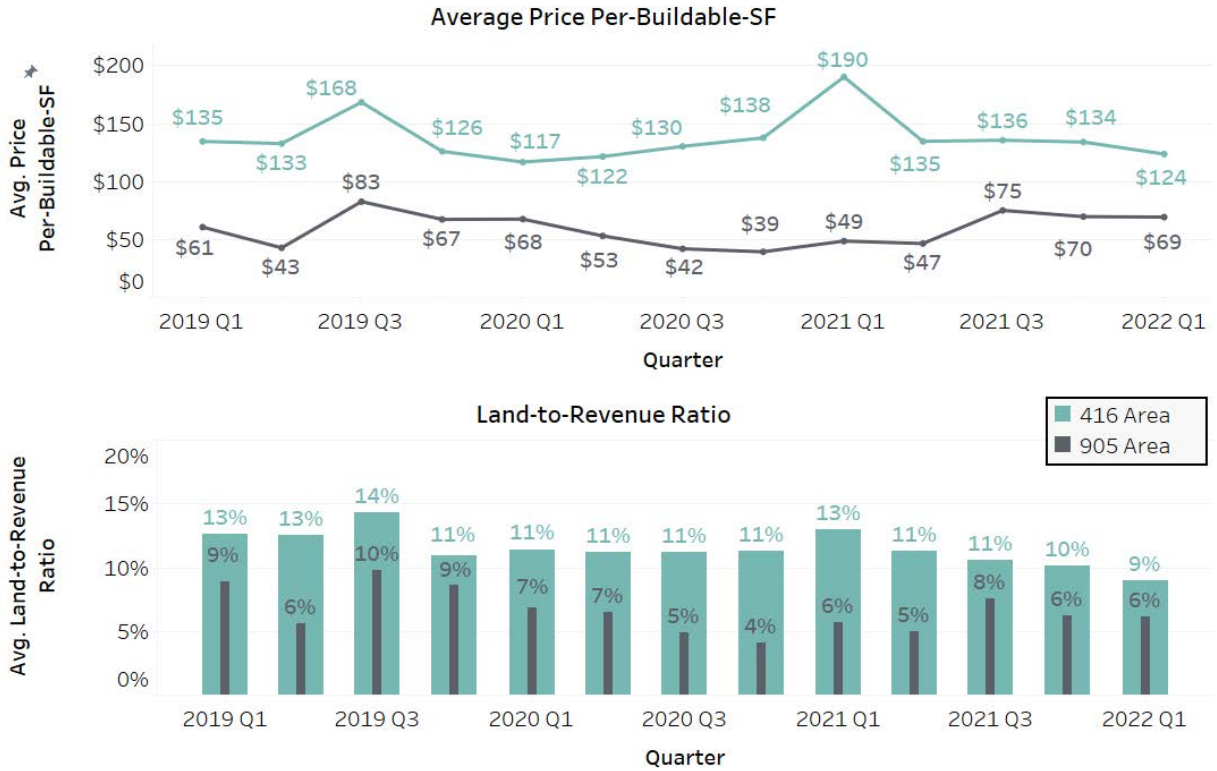
**Figure 3** presents data on the City of Toronto (416 area code) and the suburban GTA (905 area code) high-density redevelopment land market over the last 3.25 years. The top panel looks at the average land price per-buildable-sf, while the bottom panel looks at the land-to-revenue ratio.

The average land price per-buildable-square-foot in the 416 area was \$124 pbsf in Q1-2022, which represents a decline of 7.5% from the Q4-2021 average of \$134 pbsf (\$134 pbsf is identical to the 4-year average). The 905 high-density lands sold for \$69 pbsf, which is very similar to the Q4-2021 average of \$70 pbsf (the 4-year average for the '905' is \$58 pbsf).

In the 416 area in Q1-2022, the average purchaser paid for land at 9% of estimated revenue, which was just below the 10% achieved in Q4-2021, and the lowest level since Bullpen and Batory started this report in Q4-2017 (4-year average of 12%). In the 905 area, purchasers paid for land at 6% of revenue, which is identical to the previous quarter, but below the long-run average of 7%.

The lower LRRs are likely due to several factors including rising construction costs (interest rates, materials, labour), rising costs due to more small units, higher development charges, inclusionary zoning, and a higher share of transactions in 'B' or 'C' locations in contrast to previous years. In 2021, many developers have success selling in previously untouchable or undesirable locations, but with downtown condo pricing ballooning from \$1,400 psf to \$1,650 psf in less than a year, investors see value in the \$1,000 to \$1,150 psf projects in north Etobicoke, non-transit locations in North York, and east Scarborough.

Figure 3: Average Land Price Per-Buildable-SF and Average Land-to-Revenue Ratio by Area, GTA (416 vs 905 Area Codes), Q1-2019 to Q1-2022



## SUMMARY LAND SALES DATA FOR TOP MUNICIPALITIES

Figure 4 presents summary data on the average high-density land price per-buildable-sf by year for select municipalities in the GTA. Areas with no activity in Q1-2022 or with outlier trades were eliminated.

Given the limited number of transactions in many of the municipalities, price comparisons year-over-year have limited value due to the wide array of project locations, size, and site status. However, Toronto is the most worthwhile data point due to the larger number of trades. High-density lands in the former City of Toronto traded for approximately \$166 pbsf in Q1-2022, down 10% from the 2021 overall total.

North York pricing also declined to \$116 pbsf in the first quarter of this year from \$119 pbsf in 2021. All of the other former municipalities in the amalgamated City of Toronto saw land prices drop in Q1-2022 versus their 2021 overall averages.

Oakville, Vaughan and Brampton saw their Q1-2022 land prices come in higher than their 2021 totals.

Figure 4: Average Price Per-Buildable-SF by Year, Select Municipalities in the GTA, 2019-2021 & Q1-2022

Area	Municipality	2019	2020	2021	2022	Grand Total
416 Area	Toronto	\$187	\$154	\$185	\$166	\$165
	East York	\$150	\$54	\$151	\$116	\$132
	North York	\$87	\$112	\$119	\$116	\$105
	York	\$124	\$109	\$59	\$58	\$100
	Etobicoke	\$68	\$131	\$75	\$72	\$85
	Scarborough	\$46	\$53	\$59	\$53	\$51
	905 Area	Oakville	\$70	\$95	\$71	\$84
Vaughan		\$76	\$47	\$59	\$65	\$59
Burlington		\$51	\$66	\$57	\$35	\$57
Pickering				\$50	\$41	\$48
Brampton		\$33	\$29	\$39	\$47	\$36

Avg. Price Per-Buildable-SF

Avg. Price Per-Buildable-SF

- \$29
- \$100
- \$150
- \$187

## INDIVIDUAL TRANSACTIONS IN Q1-2022 BY NEIGHBOURHOOD

Figure 5 breaks down the Q1-2022 high-density land transactions by neighbourhood, which includes our assumptions and forecasts on what will be approved and offered for sale at the properties that were sold. Please note that a signed deal/agreement on the land sale price may have been struck several months (in rare occurrences, years) before the actual closing date.

Note: Bullpen Consulting is often involved in the underwriting and market analysis of land sales that appear on this list, and has inside knowledge on what the developer is going to pursue in terms of total GFA, however. That data is confidential and has not been provided to Batory Management for their assessments of these sites.

The 51 land sales in Q1-2022 had an average size of 1.9 acres, with the potential apartment projects having an average height of 23-storeys. The average property sold for about \$27.7 million or \$112 per-buildable-sf (straight average). The average of the individual land-to-revenue ratios equals 8% (the weighted average was presented earlier in the report, equalling 9%). The individual Land-to-Revenue ratios range from a high of 23% in Summerhill, to a low of 3% in Downtown Burlington. The average per-buildable-sf land price reached a high of \$528 in Summerhill, contrasted with \$29 pbsf in Lawrence East.

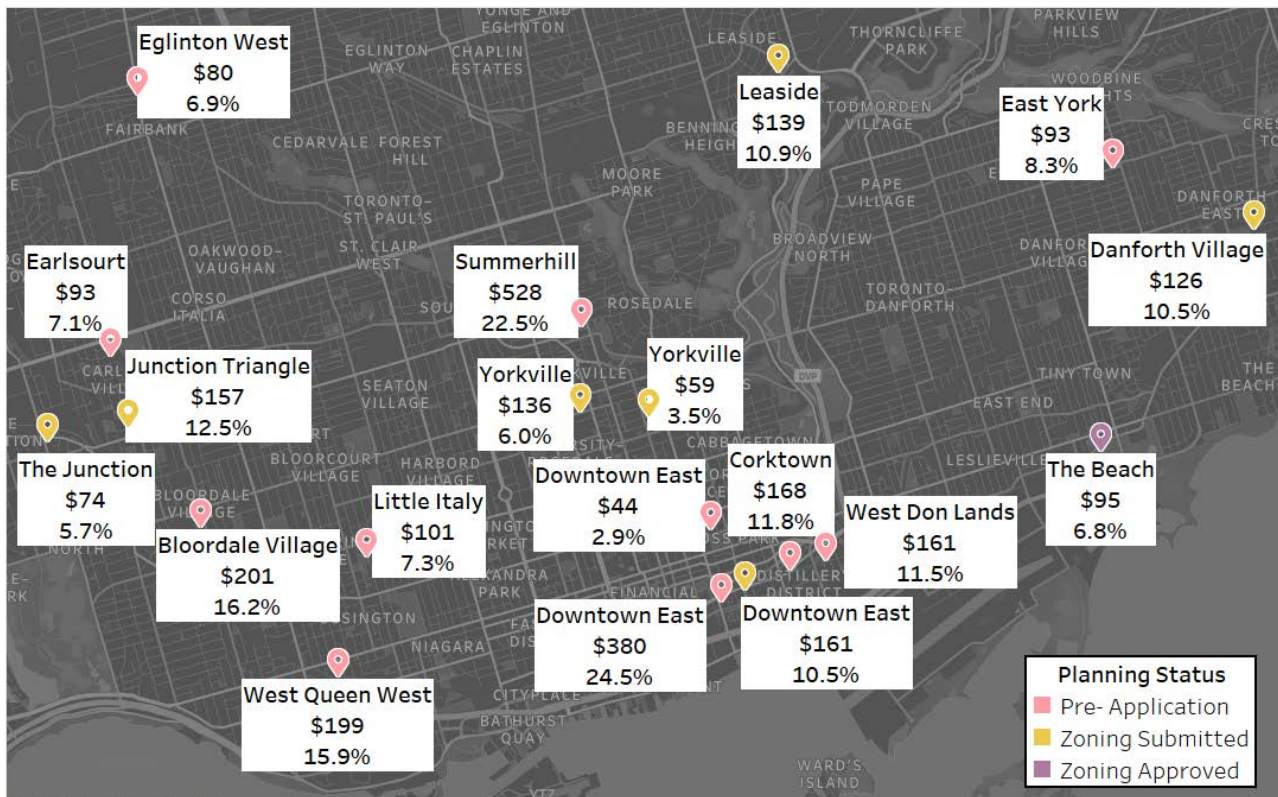
Figure 5: Summary Data on High-Density Land Transactions by Neighbourhood, GTA, Q1-2022

	Number of Records	Avg. Lot Size (Acres)	Avg. Estimated/Proposed Height	Avg. Price	Avg. Price Per-Buildable-SF	Avg. Land-to-Revenue Ratio
Summerhill	1	0.3	9	\$33,000,000	\$528	23%
Lawrence Park	1	0.4	13	\$20,500,000	\$283	20%
Davisville Village	1	0.3	10	\$15,990,000	\$269	19%
Bloordale Village	1	0.4	11	\$18,500,000	\$201	16%
West Queen West	1	0.3	8	\$15,400,000	\$199	16%
Downtown East	3	0.2	34	\$21,078,534	\$195	13%
Corktown	1	0.9	12	\$23,500,000	\$168	12%
West Don Lands	1	2.3	43	\$104,327,245	\$161	12%
Leaside	1	0.2	5	\$5,000,000	\$139	11%
Junction Triangle	2	1.1	23	\$24,112,500	\$130	10%
Downsview	1	0.7	21	\$10,950,000	\$126	11%
Danforth Village	1	3.0	49	\$132,252,000	\$126	11%
Yorkdale	1	0.7	25	\$21,500,000	\$121	10%
Little Italy	1	1.9	10	\$7,309,875	\$101	7%
Riverside	1	0.1	13	\$3,000,000	\$100	8%
North York City Centre	1	0.9	32	\$35,000,000	\$100	8%
Yorkville	2	0.3	74	\$69,395,000	\$98	5%
The Beach	1	2.5	17	\$48,400,000	\$95	7%
East York	1	0.5	11	\$7,125,000	\$93	8%
Earlsourt	1	0.7	12	\$12,500,000	\$93	7%
Glen Park	2	0.2	9	\$2,900,000	\$88	7%
Parkway Forest	1	1.7	39	\$47,000,000	\$86	7%
Eglinton West	1	0.5	18	\$8,500,000	\$80	7%
The Junction	1	0.1	11	\$1,550,000	\$74	6%
Mimico	2	3.1	34	\$69,465,000	\$72	6%
Golden Mile	1	12.6	48	\$87,000,000	\$65	6%
Cliffside	1	0.3	10	\$4,500,000	\$65	6%
Malvern	1	0.9	18	\$14,000,000	\$61	6%
Weston	3	0.5	31	\$7,850,000	\$50	5%
West Hill	1	0.6	13	\$4,650,000	\$44	4%
Lawrence West	1	0.5	11	\$3,900,000	\$36	3%
Lawrence East	1	2.7	16	\$13,600,000	\$29	3%
Yongehurst	1	1.0	14	\$14,600,000	\$147	13%
Oshawa	1	1.1	8	\$26,500,000	\$136	13%
Kerr Village	1	1.4	10	\$16,500,000	\$110	9%
Concord	1	32.5	27	\$155,000,000	\$65	5%
Oakville GO	1	0.9	25	\$14,000,000	\$58	5%
Newmarket	1	3.5	15	\$18,500,000	\$53	5%
South Brampton	1	1.3	14	\$4,690,000	\$47	4%
Pickering	1	1.3	22	\$15,250,000	\$41	4%
LaSalle	1	1.7	35	\$7,000,000	\$41	4%
Orchard	1	1.5	20	\$15,000,000	\$33	3%
Downtown Burlington	1	1.6	12	\$7,700,000	\$32	3%
	<b>51</b>	<b>1.9</b>	<b>23</b>	<b>\$27,690,681</b>	<b>\$112</b>	<b>8%</b>

# SPATIAL DISTRIBUTION OF HIGH-DENSITY LAND SALES IN TORONTO

Figure 6 maps the first quarter land sales in Toronto only, showing the price on a per-buildable-sf foot basis, as well as the estimated Land-to-Revenue Ratio. The colour of the markers indicates the planning status.

Figure 6: Location, Land Price and Land-to-Revenue Ratio for High-Density Land Sales, Toronto, Q1-2022



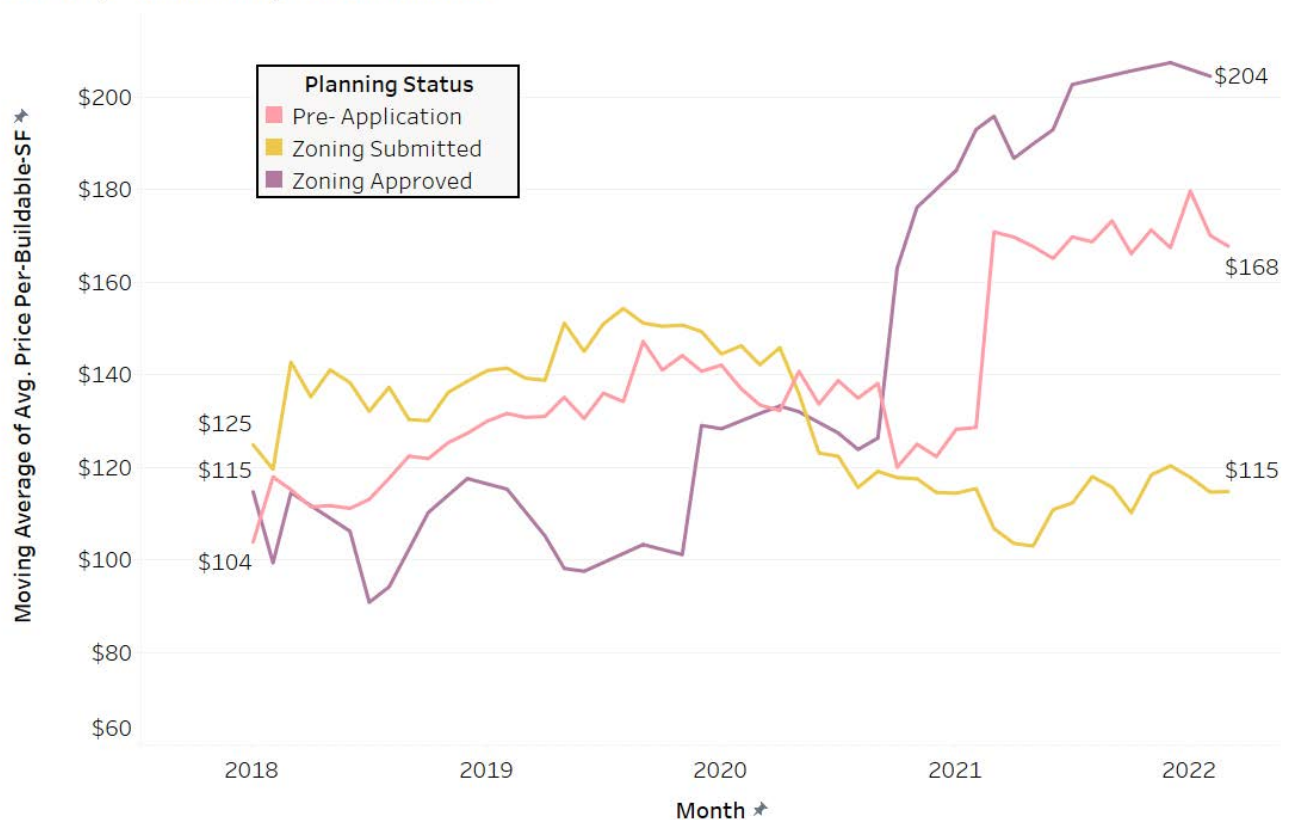
The most expensive West transaction in Q1-2022 was 1086 Yonge Street, a small retail plaza in Summerhill. NDI (1 Roxborough Street West) Inc. acquired the site for approximately \$528 pbsf and an estimated land-to-revenue ratio of 22.5%. No development application has been submitted, with Batory estimating that a 9-storey mid-rise development would be appropriate. This developer has experience building luxury mid-rise condo product.

Several developments appear to be underpriced in the map above, some of the explanations include rental replacement, long closings, and properties that are part of a larger assembly.

# PER-BUILDABLE-SF VALUES BY PLANNING STATUS IN TORONTO

Figure 7 presents data on land transactions in the amalgamated City of Toronto ('416 area') over the past four-plus years, showing the average price per-buildable-sf by the planning status (12-month moving average).

Figure 7: 12-Month Moving Average Land Pricing Per-Buildable-SF by Planning Status, '416 Area', 2018 to 2022



Blending data, especially data with a small sample size can result in figures that are contrary to common sense. Sites that were fully zoned were priced below pre-application and zoning submitted sites in 2018 and 2019, despite having less entitlement risk and the cost of approvals built into the sales price. This is likely due to the locations being inferior to pre-application projects.

The latest data shows the price of '416 area' approved properties at \$204 pbsf, with pre-application sites at \$168 and zoning submitted sites at \$115 pbsf. When looking at the former City of Toronto only, those figures are \$218 pbsf, \$194 pbsf, and \$154 pbsf.

It is likely that the composition of the sample plays a major factor in the land values, and contributes to the lower price for zoning submitted properties. That said, there is little evidence that shows properties where zoning has been submitted trade for more than pre-application sites.

# LAND PRICES BY BUILDING TYPE IN TORONTO

High-rise sites tend to be in more prime locations, especially on transit lines, and are more expensive on an absolute basis. In the former City of Toronto in 2021, the average land sale that could accommodate a high-rise tower (16-storeys or higher) was sold for \$71 million on average versus \$12 million for a mid-rise site. In Q1-2022, those figures were \$57 million for high-rise lands and \$15 million for mid-rise lands. However, most developers evaluate land on a per-buildable-sf basis, and when controlling for the potential GFA in the developments on those sites, mid-rise land prices are higher.

The data for the former cities of Toronto, North York and Scarborough (presented in Figure 8) shows the estimated land price per-buildable-sf, and our land-to-revenue ratio estimate. In 2022 year-to-date, the average mid-rise land sold for \$211 pbsf in Toronto, \$124 pbsf in North York, and \$55 pbsf in Scarborough, in comparison to \$194, \$133, and \$64, respectively from 2021.

**Figure 8: Average Price Per-Buildable-SF & Land-to-Revenue Ratio by Building Type, Toronto, North York & Scarborough, 2019 to 2021 & Q1-2022**



High-rise land transactions in Toronto, North York, and Scarborough had average per-buildable-sf prices in Q1-2022 of \$116, \$108, and \$52, respectively.

For mid-rise projects in Old Toronto, land sold for 15% of the projected revenue on a per-foot basis in the first quarter of this year (same as 2021 and 2020 overall), while high-rise lands had a land-to-revenue ratio of 8% in Q1-2022, lower than 2021 (12%), 2020 (10%), 2019 (14%) and 2018 (13%).

Scarborough’s high-rise LRR of 5% in Q1-2022 was higher than the long-run average in the former municipality of 4%. The huge sales successes in Scarborough over the past year at over \$1,000 psf is attracting more major developers, and pushing up land prices. Per-buildable-sf prices for lands suitable for high-rise apartments in Scarborough went from \$24 in 2019 to \$35 in 2020, to \$42 in 2021 to \$52 in Q1-2022.

## REPEAT SALE

Figure 9 presents summary data on a property that has traded in each of the last three calendar years in Oakville.

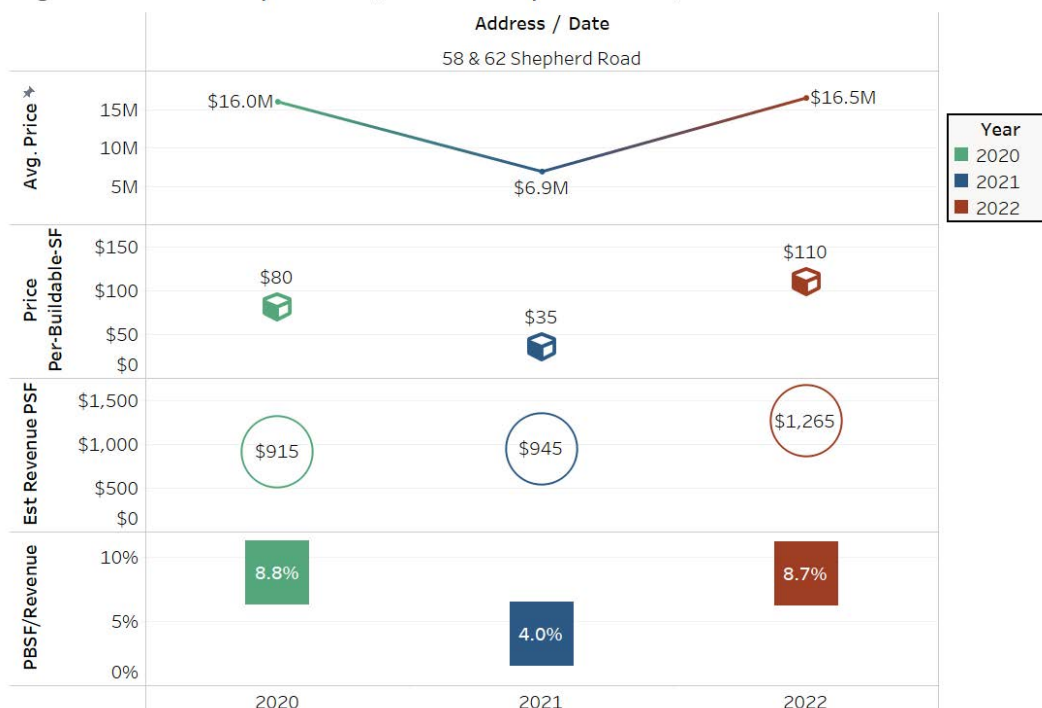
In 2011, Neilas Inc. launched OpArt Lofts at 58 and 62 Shepherd Road in Oakville. The project was a high-style 10-storey condominium with 104 units near Kerr Street and Speers Road (the first phase was released, as the project has about 200 total units). The project was ultimately cancelled and MSI Spergel Inc., in its capacity as Court-appointed Receiver, appointed Colliers International to handle the receivership sale.

In 2020 the project sold to 2757269 Ontario Inc. for \$16 million, representing a per-buildable-sf price of \$80 and an LRR at the time of closing of 8.8%. It is likely that this price was not “market” at the time, as from what we can ascertain, the purchasers of the land were representatives of investors in the original *OpArt* project.

The second sale that occurred in 2021 was not “market” either, as the trade was between partners to Kaledo Oakville Inc. The project was being marketed for a fall 2022 launch as the Kerr Street Lofts.

In Q1-2022, the project was sold to Shepherd Heights Ltd. (Castleridge Homes) for \$16.5 million or about \$110 psf. Based on Bullpen’s revenue estimate, this is a LRR of 8.7%. Castleridge has begun marketing on the development as *Gemini Condos*, targeting a 2022 launch.

Figure 9: Data on Repeat Sale, 58 & 62 Shepherd Road, 2020 to 2022







## FINELY TAILORED FINANCIAL SOLUTIONS

Franc & Co. a boutique commercial real estate brokerage and investment firm specializing in tailor-made debt and equity solutions, curating bespoke financial services made to measure.



[francandco.com](http://francandco.com) 437-214-8779



**ROBINS APPLEBY**  
BARRISTERS + SOLICITORS

## Your Condominium Specialists

# PROJECT UPDATES

## 1095 - 1111 Danforth Avenue

Core Development Group purchased this 0.72 acre property in December 2021 located at 1095-1111 Danforth Avenue near the intersection of Danforth Avenue and Greenwood Avenue in Toronto for \$13.98 million. At the time of the transaction, no development application had been submitted.



Batory estimated that a 8-storey mid-rise development with a total GFA of 125,000 sf would be appropriate for the property. This translated to a price per-buildable-square-foot of \$112 and a land-to-revenue ratio of about 9.3%.

Core recently submitted an application for redevelopment proposing a 9-storey mixed-use building with a total of 228 rental units and 134,570 sf of residential GFA. This results in an updated price per-buildable-square-foot of \$104 and a land-to-revenue ratio of 8.7%.

## 906 Yonge Street

Gupta Group purchased this 0.539 acre property in Yorkville in July 2021 for \$45.25 million. This property is located at 906 Yonge Street, near the intersection of Yonge Street and Davenport Road.

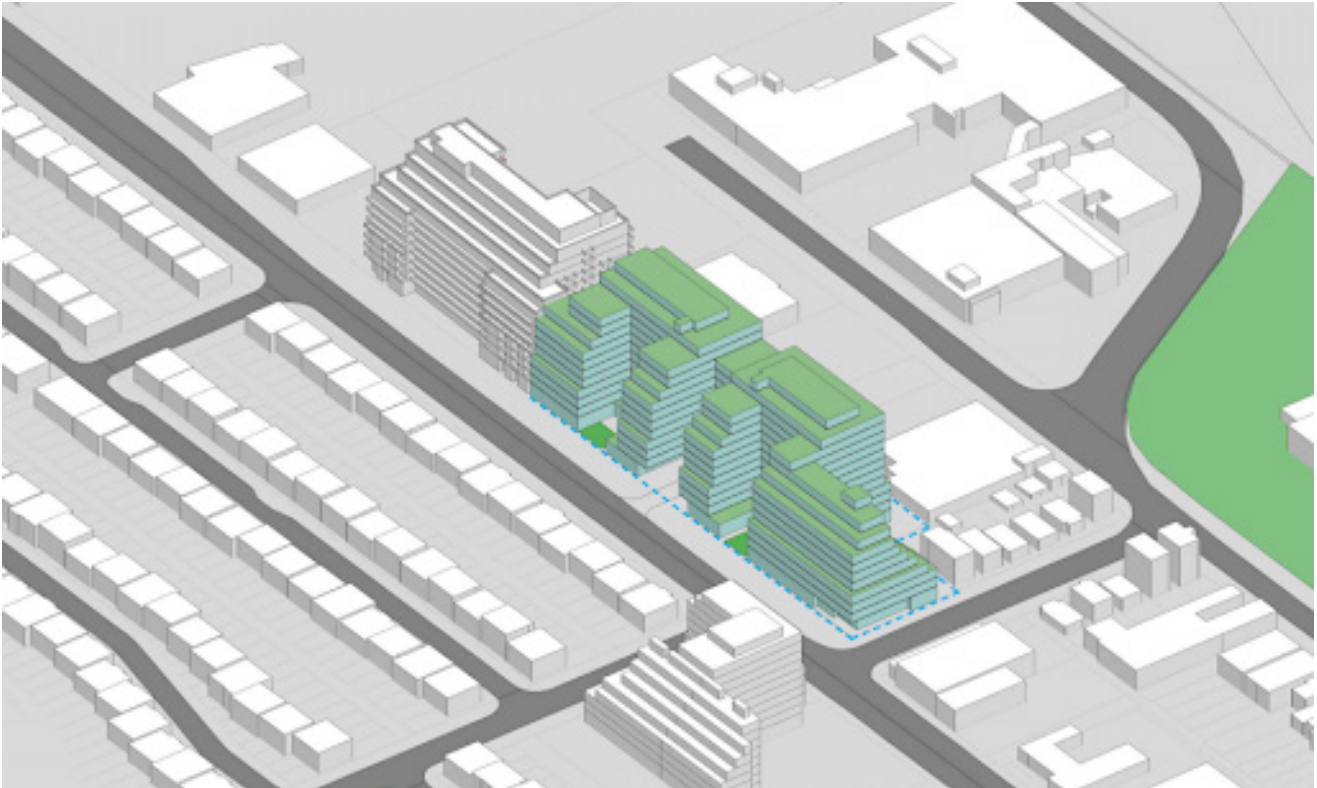
There has previously been an application submitted proposing a 35-storey high-rise tower in 2010 with 158,972 sf of GFA. This translated to a price per-buildable-square-foot of \$285. Based on our revenue estimate, this resulted in a land-to-revenue ratio of 15.1%.



Late last year, an application for rezoning was submitted that proposed 33- and 19-storey buildings with a total residential GFA of 306,244 sf. This translated to an updated price per-buildable-square-foot of \$148, with a land-to-revenue ratio of 7.9% at the time of closing.

## 2237 St. Clair Avenue West

Marlin Spring and Greybrook Realty Partners purchased this 1.553 acre property located at 2237 St. Clair Avenue West near the intersection of Symes Road and St. Clair Avenue West for \$42.5 million in August 2021. At the time of the transaction, no development application had been submitted.



Batory estimated that a multiple 10-storey mid-rise apartments with 320,000 sf of combined GFA would be appropriate for the property. Based on this estimate, the price per-buildable-square-foot was \$133, and the land-to-revenue ratio was 12.9%.

Following the closing, an application for rezoning was submitted to the City of Toronto, proposing two mid-rise buildings with a combined total of 511 residential units and a total GFA of 406,951 sf. This results in an updated price per-buildable-square-foot of \$104 and a land-to-revenue ratio of 10.1%.

## 77 Union Street

H&R REIT purchased this 4.9 acre property located at 77 Union Street near the intersection of Old Weston Road and St. Clair Avenue West for \$92.5 million in December 2021. As of Q4-2021, the site was in the pre-application phase of development.



Batory estimated a multi-phase development with heights up to 29-storeys was appropriate for the site, envisioning a high-rise project with 1.15 million sf of GFA. This translated to a price per-buildable-square-foot of \$80 and an estimated land-to-revenue ratio of 7.2%.

In 2022, a proposal calling for 1,951 units and 1.46 million sf of GFA was submitted to the City. This updated price per-buildable-square-foot is \$63, with the land-to-revenue ratio at the time of closing updated to 5.7%. The tallest building is proposed at 39-storeys.

## 100 Eglinton Square

LCG 100 Eglinton Square Ltd. purchased this 0.411 acre property located at 100 Eglinton Square near the intersection of Pharmacy Avenue and Eglinton Avenue East for \$9.0 million in April 2021. At the time of the transaction, no application for development had been submitted.



Batory estimated that a 40-storey high-rise development with a total GFA of 330,000 sf would be appropriate for the subject property. This resulted in a price per-buildable-square-foot of \$27. With an estimated revenue of \$980 psf, this translated to a land-to-revenue ratio of 3%.

As of the writing of this report, an application for rezoning has been submitted proposing a 35-storey mixed-use building with a total of 359 residential units and approximately 280,000 sf of GFA. This results in an updated price per-buildable-square-foot of \$32, with an updated land-to-revenue ratio at the time of closing of 3.3%.

## 1296 Kennedy Road

Sunray Group purchased this 1.03 acre property located at 1296 Kennedy Road near the intersection of Kennedy Road and Shropshire Drive in Scarborough for \$7.03 million in March 2020.

At the time of the closing, no development applications were active, and Batory estimated that a 6-storey mid-rise apartment with 80,000 sf of GFA was appropriate for the site, translating into a per-buildable-sf price of \$88 and an LRR of 12%.

An application for rezoning was submitted in January 2022 proposing a 9-storey residential building with a total of 164 units and a total GFA of 125,044 sf. The current proposal also calls for a total of 169



parking spaces, 136 of which are for residential use and 33 for residential visitors. Thirteen of the parking spaces are open surface parking spaces, while 156 are below grade.

Based on this proposal, the revised land price is \$56 pbsf, with an LRR at the time of closing at 7%.

## FINAL THOUGHTS

Batory and Bullpen anticipate that the frequency of transactions in 2022 will decline given the changes pertaining to inclusionary zoning, Toronto green standards, community benefits charges, and proposed development charge increases. With near-record sales in 2021, demand for trades has increased further, some of those trades are striking, in addition to material costs increases due to COVID supply chain issues. All of these factors will further lead to hard and soft cost inflation.

Developers will need to offset these increases by paying less for land, or further increasing prices. The ability to further increase prices will be hampered by interest rate increases and a resale market softening.

The average new condominium that launched in Toronto in 2018 had a HIGHER end-selling price than projects that launched in Toronto in Q1-2022. This is because projects have shrunk dramatically, with Bullpen often recommending an overall average unit size in projects of 550 sf to 575 sf in recent market studies. Many developers are already at the minimum allowable sizes by bedroom type, and have

now been drastically increasing the share of studios, with several projects launched with 30% to 40% studios. The market can only decrease unit sizes so much in order to increase the price per-square-foot. Investors will ultimately need to sell to end-users, and how big is the market for 300 sf units at \$550,000?

With a provincial election upon us, there are several proposals that could be very damaging to the new construction industry, including rent control and even vacancy decontrol on the table. There has been discussions around “use it or lose it” as it relates to development approvals and mandating that entitlements expire after a set number of years.

The plausibility of a government developer that builds thousands of affordable units per year is low, but it is being proposed and could further drive up costs in the market should it actually come to fruition.

There is a resale market shift occurring after the bubble-like conditions in January and February, with buyers now having the opportunity to put in conditional offers with actual inventory to choose from. The pre-construction market follows the resale market, with conditions lagging a couple months, and several projects are now adding incentives and promoting increased or accelerated commission payouts.

As in most market corrections, the “flight to quality” will likely be the prevailing mentality, with A-located projects being absorbed and tertiary locations struggling. The pace of launches will likely slow as well. However, context is needed, the new condo market has been running at near-record levels for many years excluding the early-pandemic period and it is possible that fewer launches are needed to bring down construction costs.

From our conversations with clients, the industry remains bullish on the long-term prospects for the condominium and rental apartment market, but they are taking a slightly more conservative approach to underwriting, and that was bore out in the data, with lower land prices in the former municipalities in Toronto in Q1-2022 compared to last year with lower land-to-revenue ratios on average in comparison to any time over the last four years.

We will continue to monitor sales activity in the high-density land market, and would love to get your comments or corrections on the data presented in this report, so please reach out to Bullpen or Batory.



# AVAILABLE RENDERINGS FOR ZONING SUBMITTED OR ZONING APPROVED SITES



Junction Triangle - 386 Symington Avenue



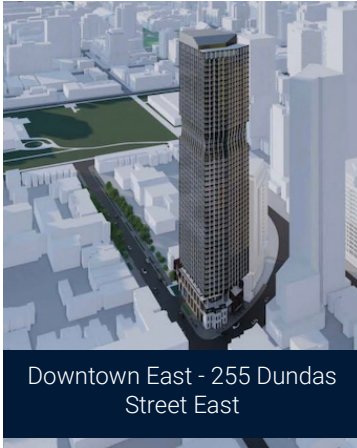
Leaside - 922 Millwood Road



Downtown East - 236-242 King Street East



Golden Mile - 1891 Eglinton Avenue East



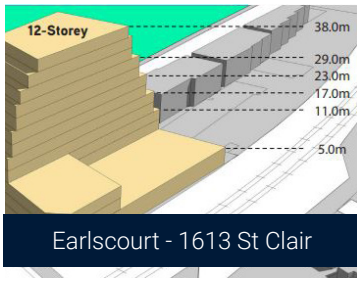
Downtown East - 255 Dundas Street East



Cliffside - 2334 \_ 2342 - 2346 Kingston Road



Newmarket - 625 Davis



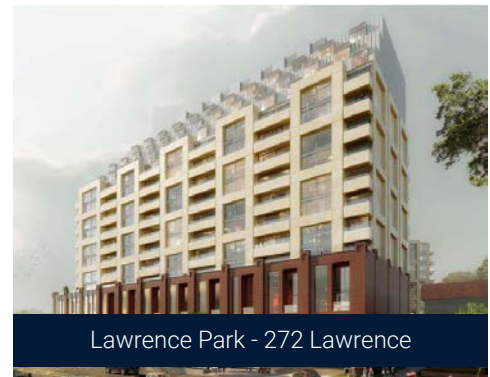
Earls Court - 1613 St Clair



Corktown - 101 Trinity



LaSalle - 1134 Plains Road East



Lawrence Park - 272 Lawrence

# AVAILABLE RENDERINGS FOR ZONING SUBMITTED OR ZONING APPROVED SITES



Yorkville - 83, 89, 91 \_ 95A Bloor Street West



Concord - 1890 Hwy 7



Weston - 13 Hollis



Glen Park - 287 Hillmount Avenue



Junction Triangle - 322 \_ 336 Campbell Avenue



Downtown East - 255 Dundas Street East



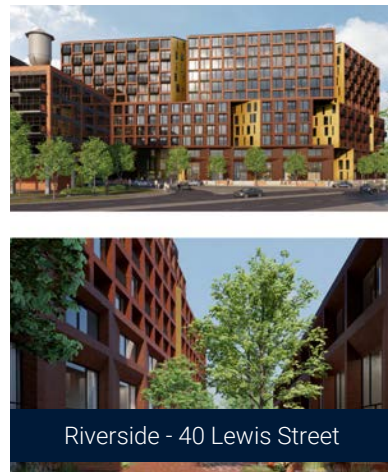
Parkway Forest - 2500 Don Mills Road



Yorkville - 92 Isabella

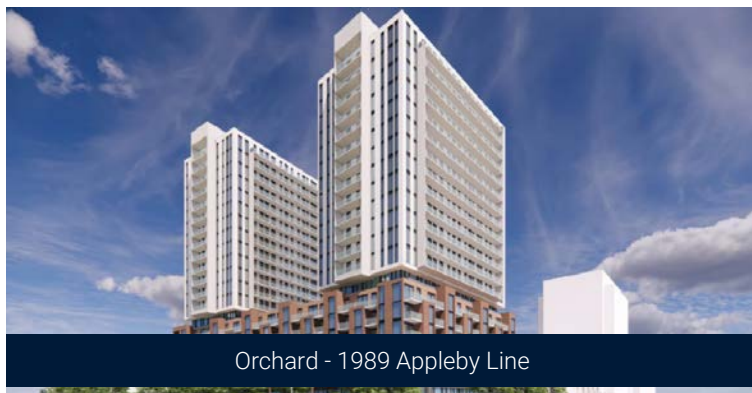
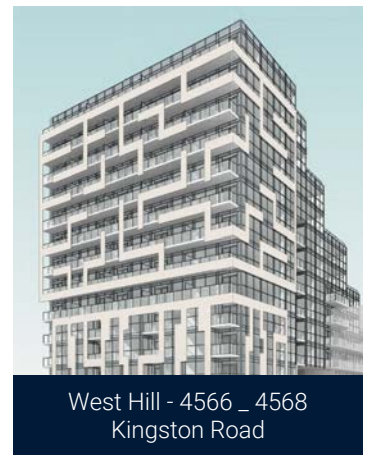
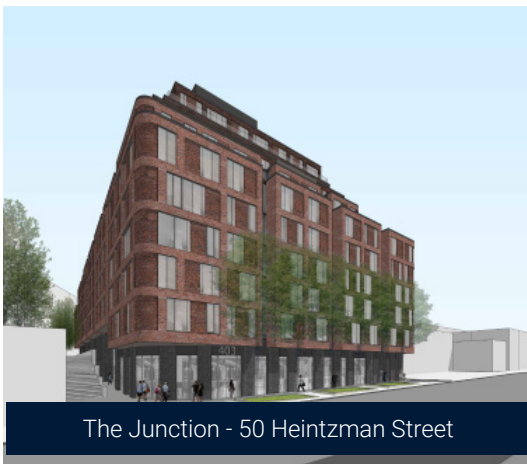
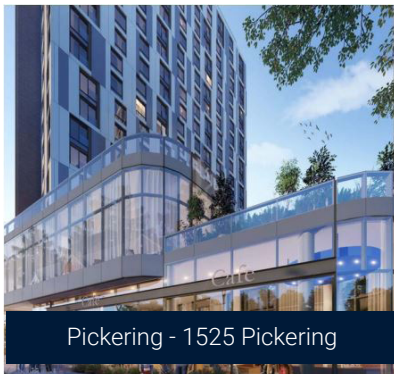
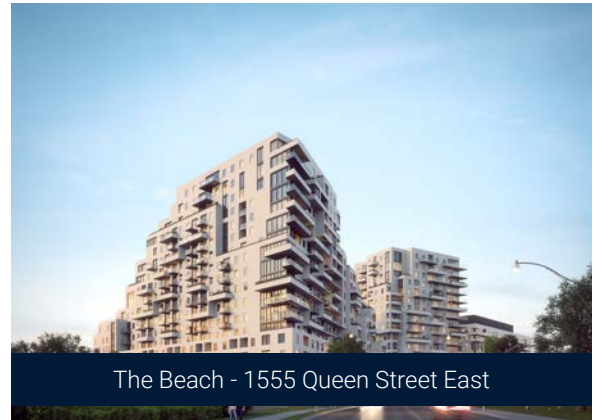
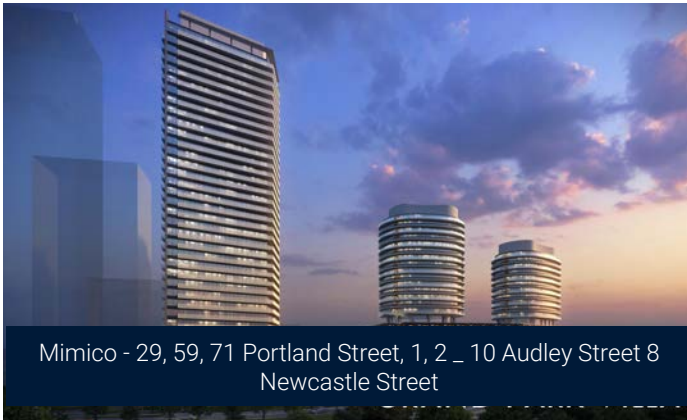


Kerr Village - 58 \_ 62 Shepherd Road



Riverside - 40 Lewis Street

# AVAILABLE RENDERINGS FOR ZONING SUBMITTED OR ZONING APPROVED SITES



# A RESIDENTIAL REAL ESTATE PODCAST

HOSTED BY BEN MYERS AND  
CO-HOSTED BY STEVE CAMERON.

The Toronto Under Construction podcast dives into the nitty-gritty of Toronto real estate. No topic is off limits as Ben and Steve discuss the important issues around development, with a specific focus on housing policy and economics. A monthly podcast where Ben and Steve interview developers and market experts about their projects, passions and insights on all things real estate.

## LISTEN ON



Apple



Spotify

Read about the past guests at [bullpenconsulting.ca/blog](http://bullpenconsulting.ca/blog)

TORONTO  
UNDER  
CONSTRUCTION



BEN MYERS



STEVE CAMERON



Liverpool  
APPRAISAL

## Bullpen Consulting & Liverpool Appraisal are Teaming Up!

Liverpool Appraisal provides independent real estate valuation, appraisal and consulting services in the GTA. Liverpool Appraisal has partnered with Bullpen Research & Consulting to provide expertise on residential development projects in the GTA. With our combined expertise, we are able to provide a wide-ranging, holistic view of the market. With accreditation in the Appraisal Institute of Canada, our reports are suitable for securing financing, determining cash-in-lieu payments, or to provide valuable insights for decision makers.

Ben Myers  
**Bullpen Consulting**  
416 716 2096  
[www.bullpenconsulting.ca](http://www.bullpenconsulting.ca)

Rick Van Andel  
**Liverpool Appraisal**  
647 223 3377  
[www.liverpoolappraisal.com](http://www.liverpoolappraisal.com)



## CONTACTS

Bullpen Consulting | 416 716 2096 | [ben@bullpenconsulting.ca](mailto:ben@bullpenconsulting.ca)  
[www.bullpenconsulting.ca](http://www.bullpenconsulting.ca) | Twitter @BullpenConsult

Batory Management | 647 530 3634 | [pdemczak@batory.ca](mailto:pdemczak@batory.ca)  
[www.batory.ca](http://www.batory.ca) | Twitter @BatoryGroup

### Disclaimer

The material within this document provides an opinion on land use planning and market-related matters. The individual land use assumptions provided represent an estimate of the highest and best use that could reasonably expect to achieve in the current planning regulatory framework.

Information included should not be regarded as a substitute for obtaining professional advice from Bullpen Consulting & Batory Management — a service requiring the engagement and payment of fees. Similarly, this information should not be relied upon as legal or financial advice. Bullpen Consulting & Batory Management shall not be held responsible for any loss, damage or inconvenience sustained by any person or entity relying on the information included in this document.