



## Green Phoenix Project Summary December 2007

**Background:** Phoenix Place apartments are an outreach project of the Parkdale United Church Foundation and the Parkdale United Church. The building's reputation as clean, quiet, and secure housing is well known in the community. Careful management and sound financial practices have kept monthly rents at least \$100 to \$150 below market. However, aging building systems, the need for more amenity spaces and larger units, and rising utility costs have pointed to a redevelopment and retrofit of the site, and given birth to the Green Phoenix project.

**Green Phoenix:** The project combines a retrofit of the existing 11-storey hi-rise building with the construction of 21 new affordable housing units. The project addresses tenants' comfort issues, provides more and larger units, more amenity spaces, and lowers utility costs by a conservative 65% for long-term sustainability. The main green features of the design are high performance insulation and windows, new ventilation, green roofs, and the use of renewable energy.

**Renewable energy:** Sources for this project are geothermal (ground source) heating and cooling wells, and solar hot water collectors. The geothermal technology has been in use for many decades, but has recently become more economical to install. Geothermal systems concentrate heat and cooling energy taken from the ground, using the same operating principles as an ordinary refrigerator or air conditioner. The energy takes the place of natural gas and electricity currently used for heating water and heating and cooling apartments and common areas. For more information please visit the project's website at [www.greenphoenix.ca](http://www.greenphoenix.ca).

**Green Toronto Award:** In May 2007 Green Phoenix came 2nd place in a competition for the Green Toronto Design award hosted by the City of Toronto.

### Completed work: Phase 1, Shalom House conversion, geothermal well field & part solar wall

- All completed in December 2007 except for solar panels to be mounted in spring 2008.
- Shalom House conversion: 10 new units of transitional housing in an adjacent 3-storey brick building owned by the Foundation and rented out until recently to local businesses.

- Geo-thermal well field & solar wall: this renewable energy will supply the existing hi-rise and Shalom House with hot water and heating and cooling energy.

---

**Costs** **\$ 2,300,000**

---

Units cost @ \$225 / s.f. , 6,600 s.f. = \$1,500,000

Cost per unit (10 units) = \$150,000

---

**Funding:** This phase of the project has been fully funded by federal and municipal grants and the Foundation's resources.

Fed. Govt. and City funding for new units \$ 1,363,600

Fed. Govt. funding to improve existing housing \$ 485,000

Fed. & other green incentives funding \$ 203,500

Toronto Atmospheric Fund \$ 50,000

CMHC Proposal Development Funding \$ 35,000

Tax rebates \$ 113,800

Parkdale United Church Foundation \$ 46,100

---

**Total:** **\$ 2,300,000**

### Spring 2008: Phase 2, new construction

To take advantage of construction economies, this work and Phase 3, the retrofit (below) should ideally be done together. But the Foundation may have to approach these pieces of work separately in order to take advantage of funding opportunities.

- Ten new, larger units
- Much-needed amenity spaces, including a new laundry. The old laundry, on the 11th floor, will become the 11th unit.
- New Church entrance and access to the basement community room situated directly on King Street and Dunn Avenue.
- The addition harmonizes with the existing streetscape through careful landscape design and will have many green features including three roof gardens.

---

**Costs: + 9% contingency & inflation allowance \$ 2,700,000**

---

Residential component @ \$225 / s.f., 8,650 s.f.

= \$1,945,000

Cost per unit, 11 units = \$178,000

---

**Funding**

Government grants for the new units, tax rebates, design incentives (secured) \$ 1,680,000

Parkdale United Church Foundation contribution \$ 230,000

Pledges and donations received (Fairlawn Ave United, Trillium Foundation, CAW, local community) \$ 490,000

**Fundraising (to be carried out) \$ 300,000**

---

**Total: \$ 2,700,000**

**2008 – 2009: Phase 3, Retrofit the existing tower**

Aimed at reducing utility costs and improving comfort, the retrofit's main features are:

- New building envelope.
- Energy-efficient ventilation for the apartments.
- New heating and cooling systems supplied by geothermal & solar energy.

---

**Costs + 7% contingency & inflation \$ 2,400,000**

---

**Funding**

Government grants and tax rebates \$ 160,000

Parkdale United Church Foundation contribution (Replacement reserves) \$ 800,000

Loan to be repaid from the operating cost savings realized by \$65,000 reduction in utility costs \$ 500,000

**Minimum fundraising (to be carried out) \$ 940,000**

---

**Total: \$ 2,400,000**

A successful fundraising campaign will reduce the need for the loan against energy savings; keeping operating costs and rents as low as possible.

## **Fundraising Campaign**

The Foundation has developed a fundraising plan and has already had some significant pledges and donations, noted above in the Phase 2 summary. These include \$100,000 from Trillium, \$100,000 from the Canadian Auto Workers, \$150,000 from Fairlawn Avenue United Church, and pledges from individuals in the local community of \$140,000.

The Foundation is assembling a campaign advisory team to help establish connections with persons who can support the project.

For more information please contact us through:

Rod Layman, Green Phoenix project manager

Tel: 416 649-0202

Cell: 416 893-6617

Email: [green@phoenixplace.com](mailto:green@phoenixplace.com)

Haari AbouKorrat, Fundraising Campaign Director

Tel: 416 649-0202

Email: [haari@phoenixplace.com](mailto:haari@phoenixplace.com)