



A rendering of what the new building at 3080 Yonge St. will look like come 2018

## Reviving a dead Midtown intersection

Construction at Yonge and Lawrence already underway

Big changes are coming to the northwest corner of Yonge Street and Lawrence Avenue.

Toronto-based developer First Capital Realty, which also owns Yorkville Village and the Pusateri's property at Avenue Road and Lawrence Avenue West, has already begun extensive renovations to the existing six-storey building at 3080 Yonge St. overtop of the Yonge and Lawrence subway station.

The renovations include a new building facade and a three-storey TTC entrance and facade as well as streetscaping and road alterations to allow for wider sidewalks.

Councillor Christin Carmichael Greb, of Ward 16, Eglinton-Lawrence, said the development should help add some much-needed vibrancy to the area.

"I think it'll be great for the community because it's kind of a dead intersection. You drive through, there's a library and park, but there's not much activity otherwise at the intersection. So having this development there will be great for that area," she said.

She noted the renovations will help improve accessibility to the subway by way of an elevator for those with disabilities or strollers.

Jodi Shpigel, senior vice-president of development with First Capital, shared some of the more recent plans for the property.

"We have entered into a lease with Loblaws, and they will operate a City Market which is an urban format grocery store that is already in other neighbourhoods," said Shpigel.

A restaurant with a large patio

facial onto Lawrence will also be incorporated into the new build.

Shpigel would not disclose what else may be coming as negotiations are still ongoing.

"We are in discussions with several potential restaurant operators and other retailers and service retailers that will enhance the offering to the neighbourhood," she said.

Carmichael Greb said apart from some noise complaints concerning construction beginning too early at the site, the redevelopment has been a fairly smooth process.

Construction is expected to be finished by the first half of 2018. Upon completion, First Capital Realty will have invested approximately \$130 million in the property. — *Samantha Peksa*

### LOCAL HERO

## Forest Hiller's brainchild raises millions for Baycrest



Erica Godfrey

Meet Erica Godfrey, the Forest Hill resident responsible for all those big brains popping up across Toronto.

Godfrey sits on the board at Baycrest Health Sciences and came up with the idea for the Brain Project fundraiser after she was inspired by New York's Fabergé Big Egg Hunt in

2014 — similar to Mel Lastman's Moose in the City. It was launched for a second year at Nathan Phillips Square in July and consists of 100 large-scale sculptures of the human brain, designed by a multitude of artists, scattered across the city.

In 2016, the project raised \$1.3 million for Baycrest

care, with the sponsorship of a single brain sculpture costing \$15,000 for the summer and \$25,000 to own the brain afterward.

More importantly to Godfrey, the project has succeeded at bringing brain research to the forefront of the conversation.

"For me, the biggest motivation is to try to engage young people," she said. "I think the stigma is that Alzheimer's is an old person's disease, but actually there are so many people in their 50s who are being diagnosed with early-onset."

This year, to commemorate Canada's 150th anniversary, 10 of the brains will be designed by great Canadians, such as Wayne Gretzky, Kurt Browning and John Mann from Spirit of the West — who has waged a personal battle against Alzheimer's since he was diagnosed with early-onset in 2014.

Godfrey said to keep an eye out, as more brains are

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