

Flagship Development Group

2025

What is Flagship?

Flagship Development Group is a full-service Development Manager with a focus on projects across Southern Ontario. We work with developers, landowners and investors to help them achieve the full potential of their land.

Flagship is also an established land developer, allowing us to bring a unique perspective and understanding of all that goes into a successful project.

Our team brings over 50 years of combined experience in planning, development, and project delivery across both the private and public sectors. We have led projects of every scale - from infill sites to large-scale master plans and mixed-use communities - securing complex approvals and bringing thousands of units to market.

This depth of experience gives us a clear understanding of how projects progress, and where they can stall. We're supported by a trusted network of project management and design professionals who ensure no detail is overlooked.

Jeff Greene, RPP

Vice President, Development

jeff@flagshipdev.com

Jeff brings over 20 years of experience in the development industry, having worked with leading land developers such as TACC Developments and Lifetime Developments. He has also served as a trusted planning consultant for many major developers across the Greater Toronto Area and beyond.

He launched Flagship as a development company and continues to lead it with a hands-on approach, personally investing in his own projects. He currently manages five active development projects (687 units) and has successfully completed another five personal projects (267 units) under his direct leadership.

Jeff holds a background in architecture and urban planning and is a Registered Professional Planner (RPP).



Sumeet Ahluwalia

Vice President, Development

sumeet@flagshipdev.com

Sumeet brings a deep understanding of project delivery across a variety of sectors. He oversees complex projects from initial planning approvals to project execution.

Sumeet's professional career began with spearheading large-scale affordable rental housing initiatives for the City of Toronto and York Region. He then moved to the private sector, working at a variety of scales securing approvals for individual buildings and large-scale master-planned communities for Lifetime Developments and The Daniels Corporation.

Sumeet's unique blend of public and private sector experience gives Flagship Development Group an unparalleled expertise in all aspects of development.



selected projects

1_Kennedy & Sheppard

2_Yonge & Elm Grove

3_Queen & Coxwell

4_Yonge & Centre

5_Durham Townhouse Collection

6_Dundas & 412









Kennedy & Sheppard

Location: Toronto

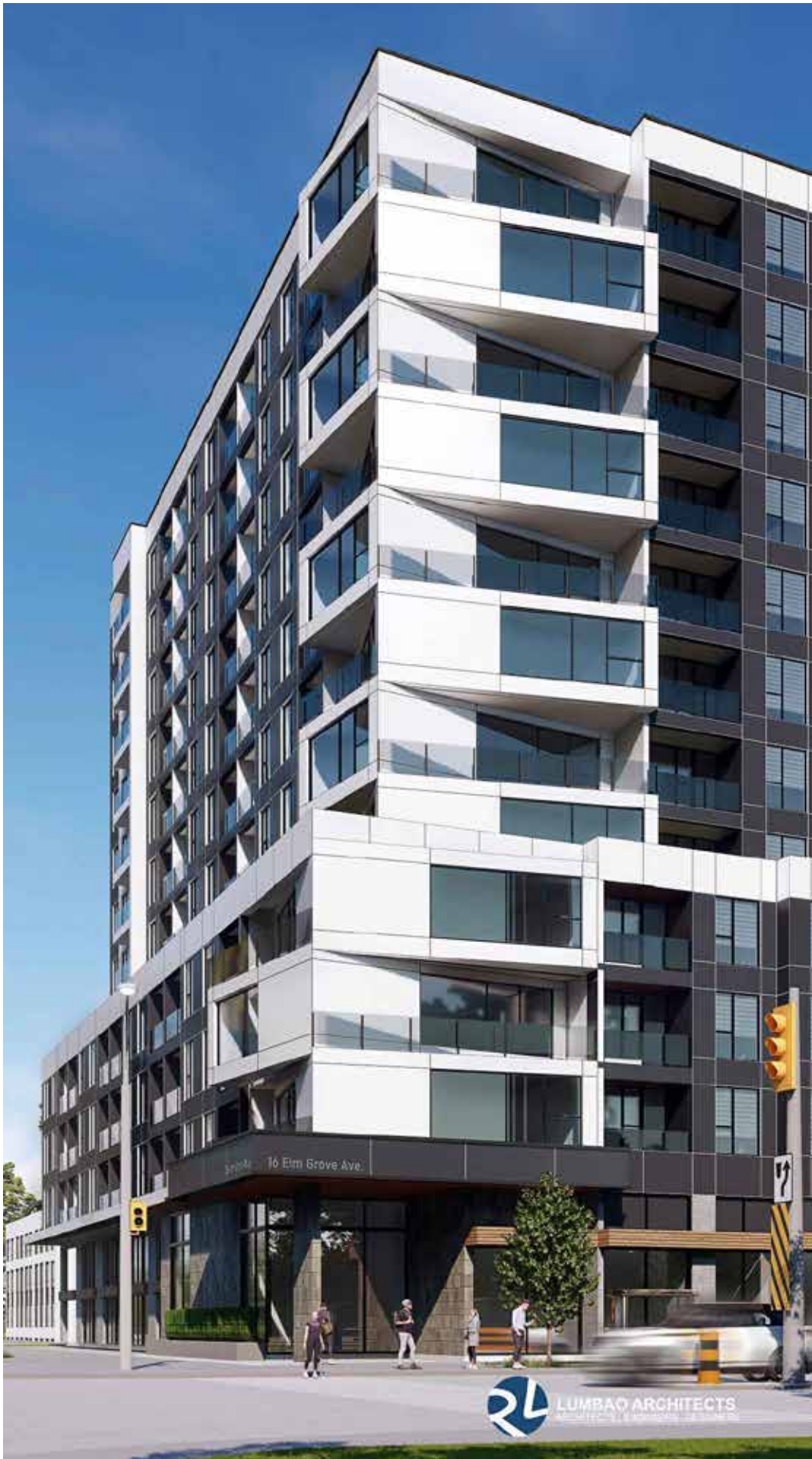
Project Type: Mixed Use, Redevelopment

Project Size: 1350 units / 1.2M sf GFA

Project Status: Draft Plan, OPA & Rezoning, In Progress

FDG was retained to facilitate development approvals and project management for a large, four-tower, purpose-built rental apartment site in Scarborough. This multi-phase project proposes new density and provides existing tenants with new amenities, retail options, and two public parks.

The project aligns with Toronto's rental replacement policies and will replace all existing rental units which will be constructed in advance of demolition to ensure existing tenants can move directly into new, modern homes with no need for off-site relocation.





Yonge & Elm Grove

Location: Richmond Hill

Project Type: Residential Condominium

Project Size: 500 units in 3 Phases / 375k sf GFA

Project Status: OPA & Rezoning, In Progress

FDG was retained to facilitate approvals for a 12-storey and two 6-storey mid-rise buildings in the Oak Ridges area of Richmond Hill. The project features a POPS along Yonge Street, and significant outdoor amenity space across the site.





Queen & Coxwell

Location: Toronto

Project Type: Multi-Unit Residential

Project Size: 36 units / 61k sf GFA

Project Status: Site Plan Approval & Minor Variances, in progress

FDG was retained to facilitate the development of an adaptive-reuse rental project in Leslieville in Toronto. FDG is leading consultant coordination and management of the approval process.





Yonge & Centre

Location: Aurora

Project Type: Rental Residential

Project Size: 66 units / 61k sf GFA

Project Status: OPA & Rezoning, in progress

FDG was retained to facilitate the development of a purpose-built rental project on Centre Street in Aurora. FDG is leading planning work, consultant coordination and management of the approval process.





Durham Townhouse Collection

Location: Various

Project Type: Residential

Project Size: 275 units

Project Status: Entitlements Complete

FDG has completed entitlements on a variety of townhouse projects in Oshawa, Ajax, and Pickering in the Region of Durham. FDG led leading planning work, consultant coordination and management of the approval process. Rezoning and Site and Draft Plan Approvals were received between 2021 and 2024.

Jeff Greene is an equity partner in all of these projects. His responsibilities included site sourcing, feasibility, due diligence and entitlements, financing, and market disposition positioning.



analytical tools

1_Opportunities & Constraints & Context Mapping

3_Site Analysis Diagrams

4_Policy & Planning Infographics

5_Land Use Concept Plans










6_Feasibility Study Exemplar 1

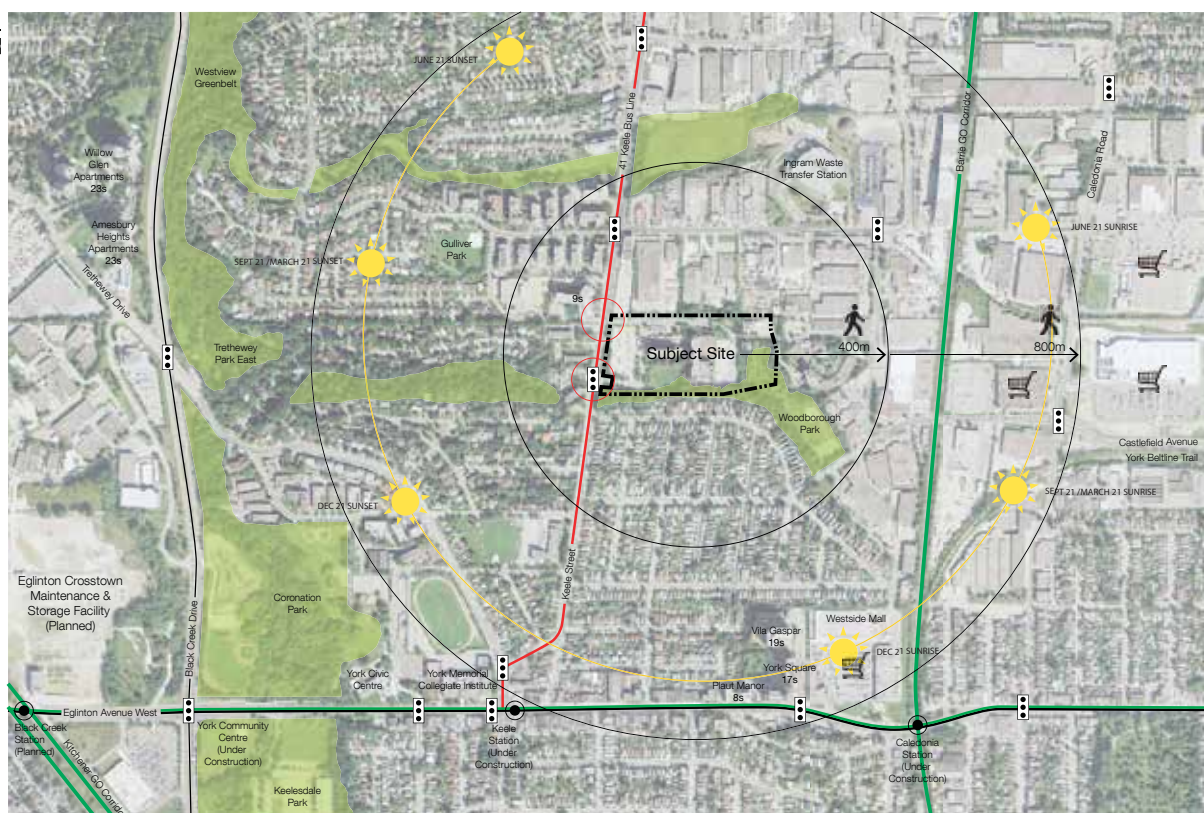
7_Feasibility Study Exemplar 2


















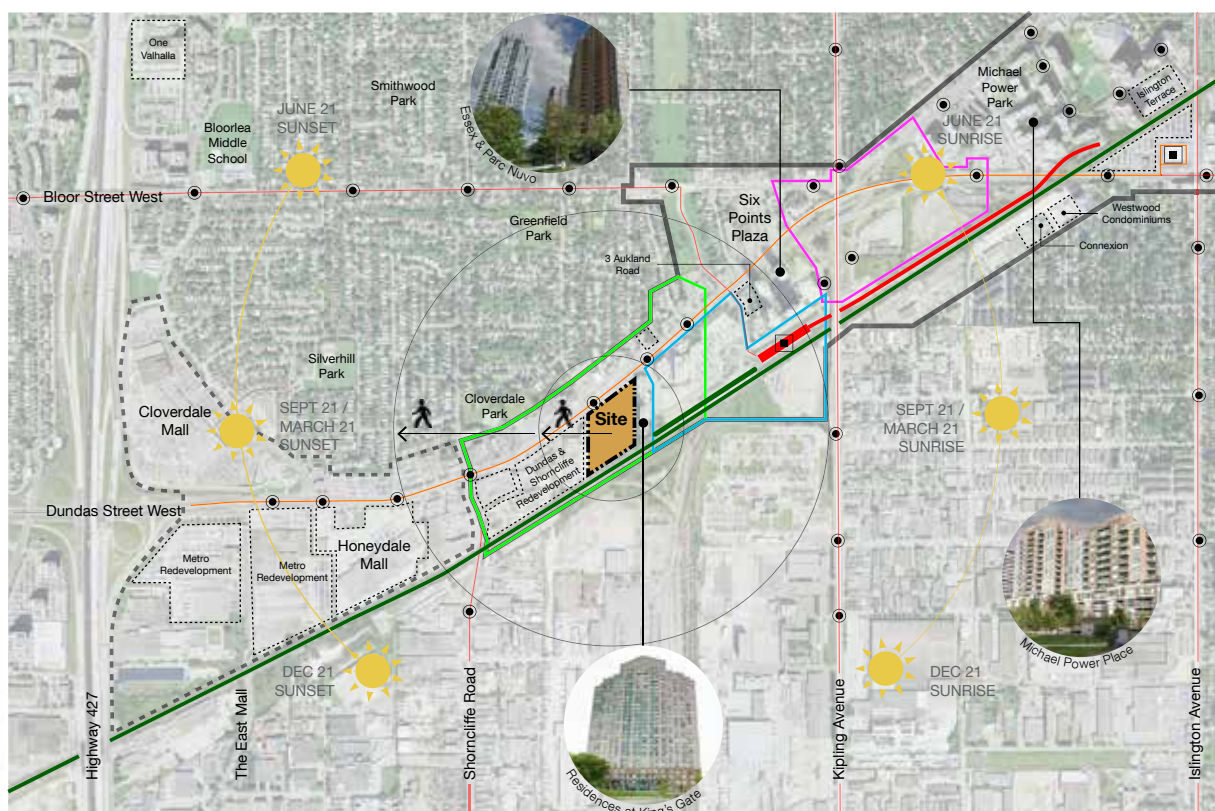
Legend

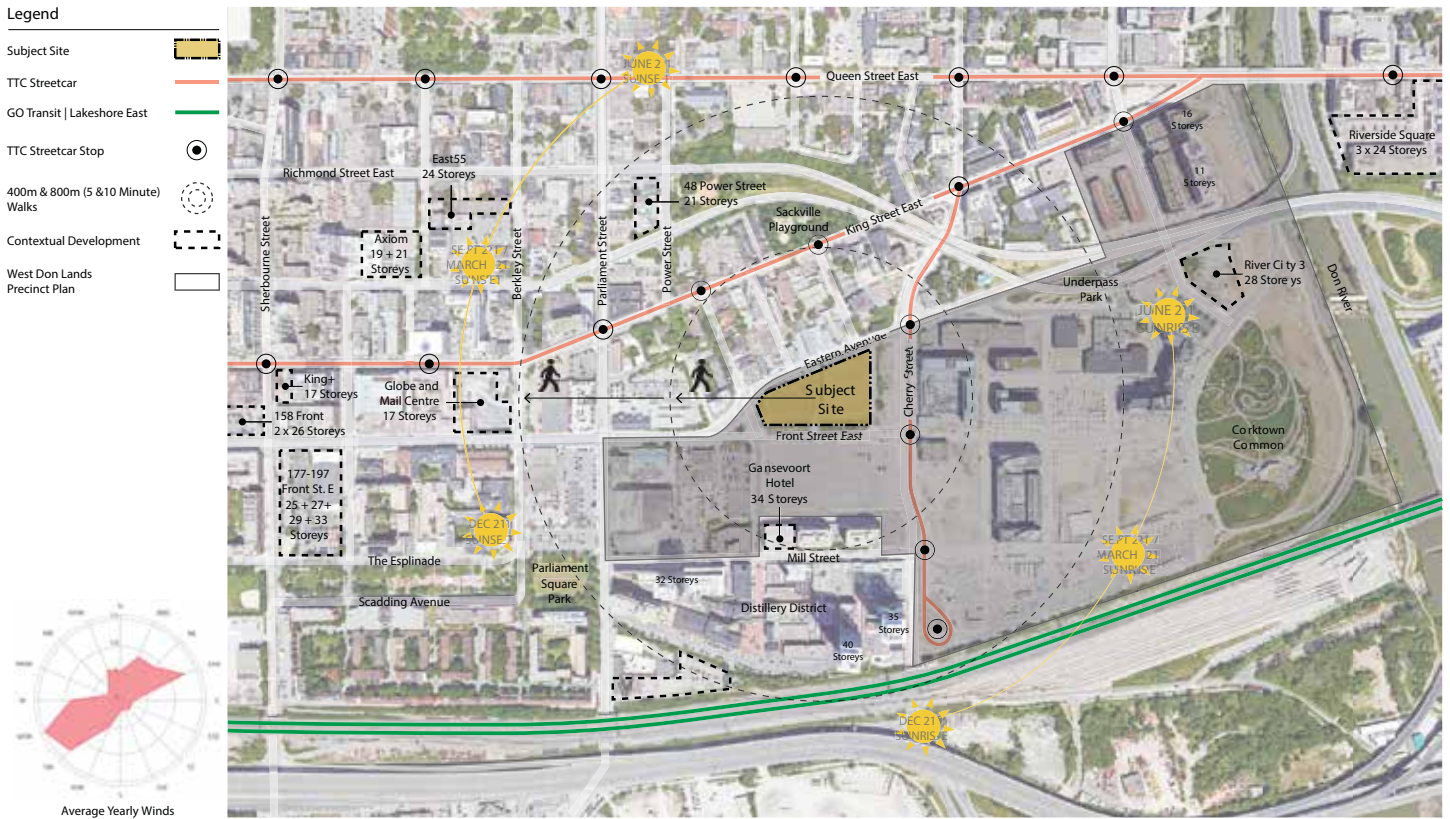
- Subject Site 
- CROSSTOWN 
- Future Crosstown Station 
- 5 & 10 Minute Walks 
- Site Access 
- Major Intersection 
- Natural Heritage System 
- Sun Path 
- Shopping Centre 



Legend

- Site 
- Contextual Development 
- Bus Stop 
- 5 & 10 Minute Walks (400 + 800m Rings) 
- Planning Initiatives**
- Etobicoke Centre Secondary Plan 
- Dundas West / Highway 427 Planning Framework 
- Dundas West Focus Area (Secondary Plan) 
- Six Points Interchange Reconfiguration 
- Kipling Mobility Hub 
- Transit Connectivity**
- TTC Subway 
- TTC Bus 
- GO Transit 
- MIWay (Mississauga Transit) 





Opportunities & Constraints and Context Mapping

Some of the most important factors a client considers when assessing a site are the contextual influences which form the fundamental building blocks to a site's eventual planning and valuation. Opportunities & Constraints maps distill this information into an accessible and highly-legible diagram.

Influences such as Zoning By-laws and Official Plan land use designations, Secondary Plans, urban design guidelines, transit and pedestrian connections, environmental considerations and contextual development are also researched and represented visually to help clients orient themselves to the geographic and policy context of a given site.

Legend

Subject Sites	
Buildable Area	
Existing Building (to remain)	
Residential Zone	R
Commercial Residential Zone	CR
Open Space	OR

Approximate Lot Area

+/- 91,972sf (+/- 8544sm)

Zoning Summary

225 Davisville Avenue

Zoning By-law 438-86
R2 Z0.6

Zoning By-law 569-2013
R (d0.6) (x913)

Height Limit: 38m (both by-laws)

Davisville Avenue ROW: 20m

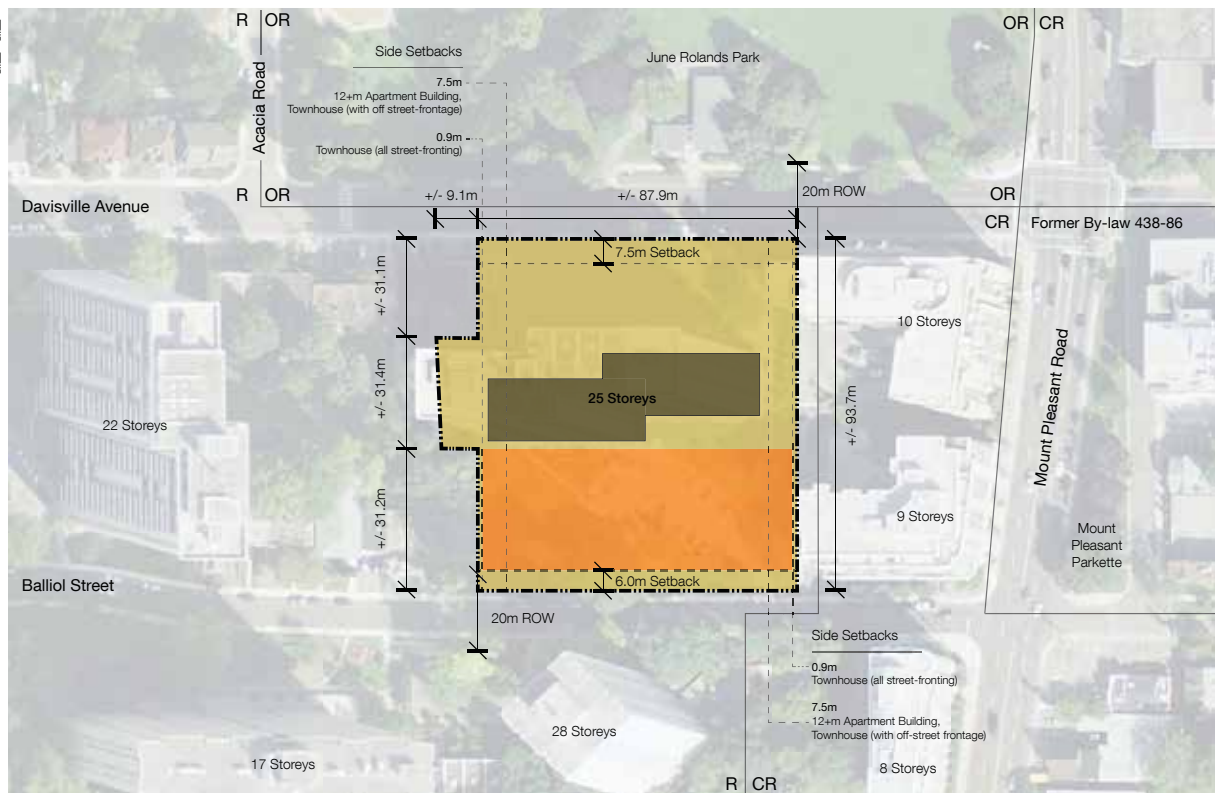
Balliol Street ROW: 12m

Avenue Segment? No

Secondary Plan? Yonge-Eglinton

Official Plan: Apartment Neighbourhoods

*Note: For the purposes of this site analysis, Balliol Street is the proposed front lot line.



Legend

Entire Site	
Phase 2 Lot	
Building Outline (Previously Approved Master Plan)	
Traffic Circulation	
Dundas Street West	
Local Vehicular Circulation	
Potential Future Access	

Approximate Phase 2 Area

+/- 98,330sf (+/- 9,135sm)

Zoning Summary

7365 Dundas Street West

Etobicoke Zoning By-law 735-2014
EC2

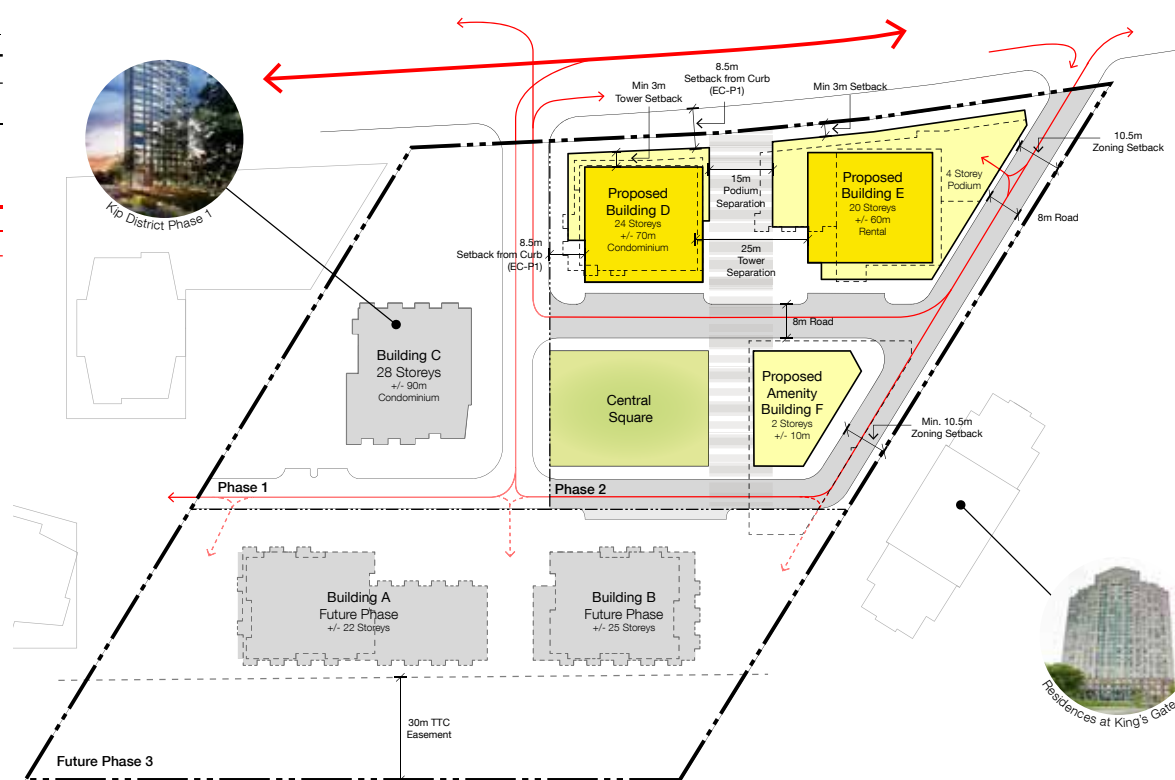
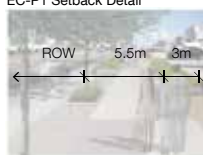
Etobicoke Centre Secondary Plan

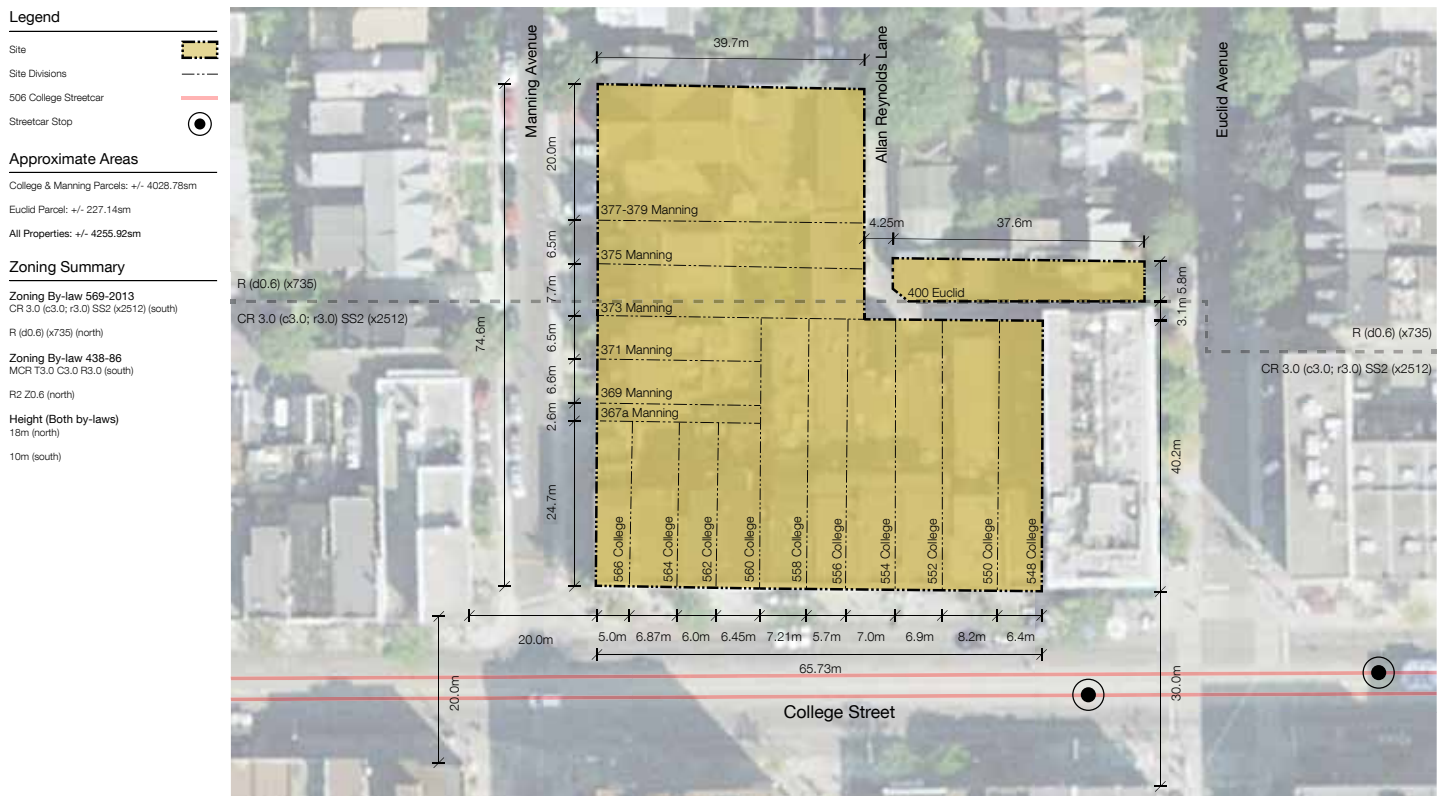
Mixed Use Area A

Dundas Street West ROW: 36m

Avenue Segment? No

Etobicoke Centre Secondary Plan
EC-P1 Setback Detail





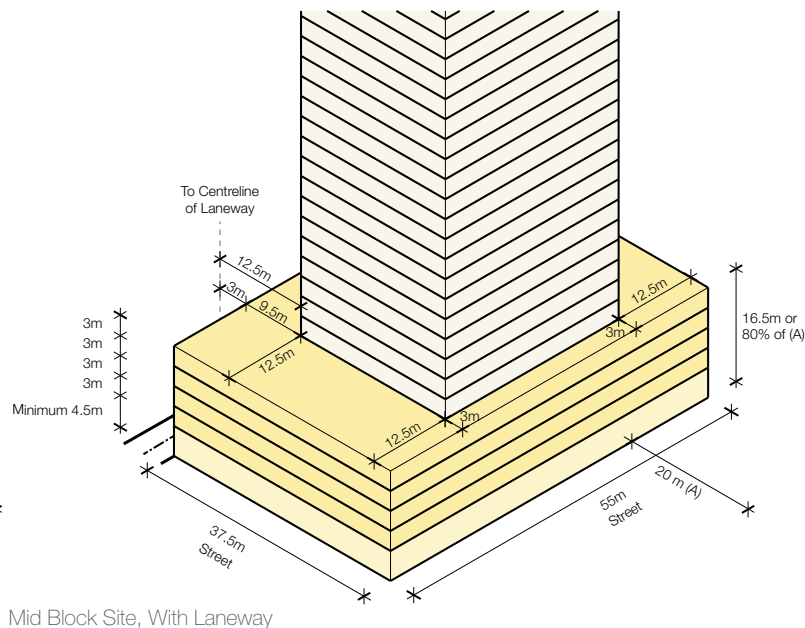
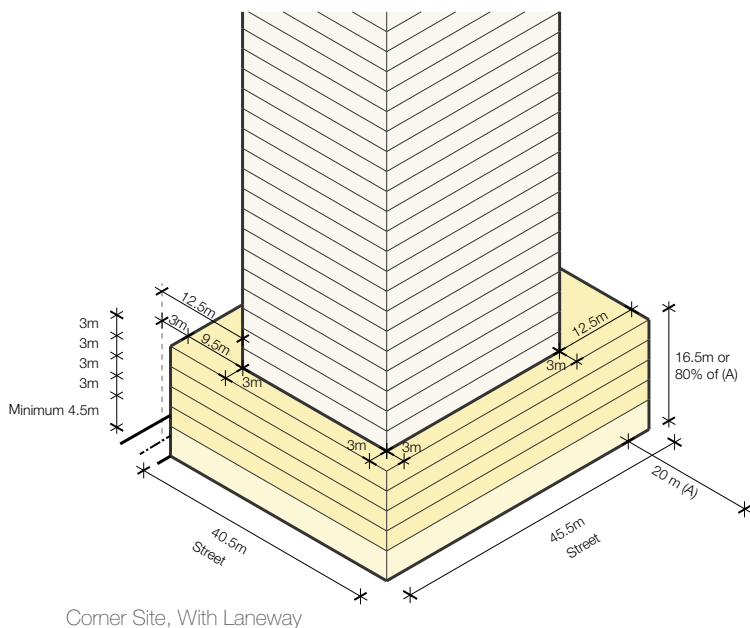
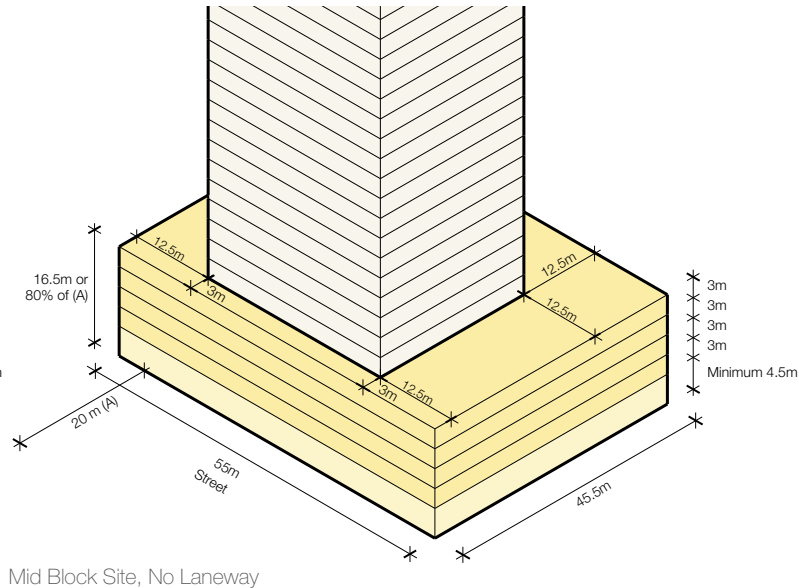
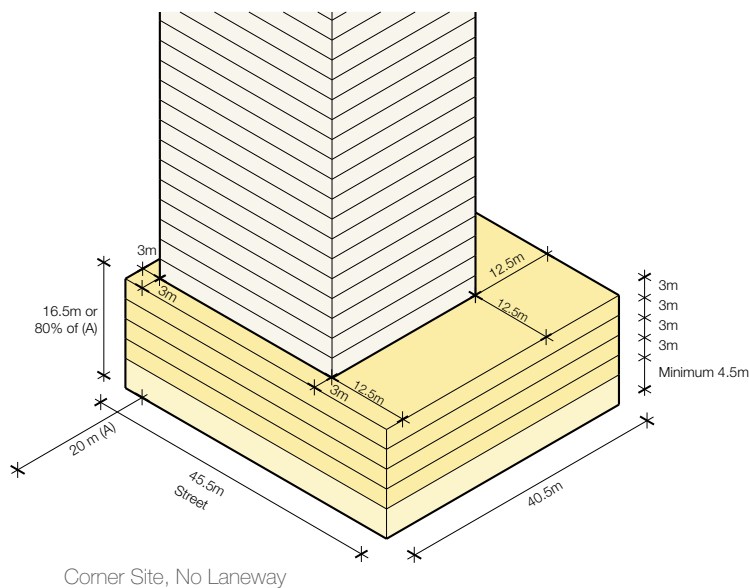
Site Analysis Diagrams

Where 'Opportunities & Constraints' maps familiarize users with a given site at a macro scale, a 'Site Analysis' map focuses on the policy and physical characteristics of that site in much greater detail.

Site Analysis maps identify and illustrate important contextual elements such as existing property divisions, required setbacks and conditions, urban design guidelines, vehicular and pedestrian access and other relevant information.

'Site Analysis' maps are the building blocks upon which clients can visualize exactly the implications of policy.





Tower Site Selection

These diagrams distill Toronto's 'Tall Building Guidelines' into a single, easy-to-read document intended to assist clients in understanding the optimal site size for high-rise buildings in Toronto.

Four lot typologies are examined and illustrated so that clients unfamiliar with the complexities of Toronto's municipal approvals processes can accurately visualize the zoning and urban design requirements within which they will work.

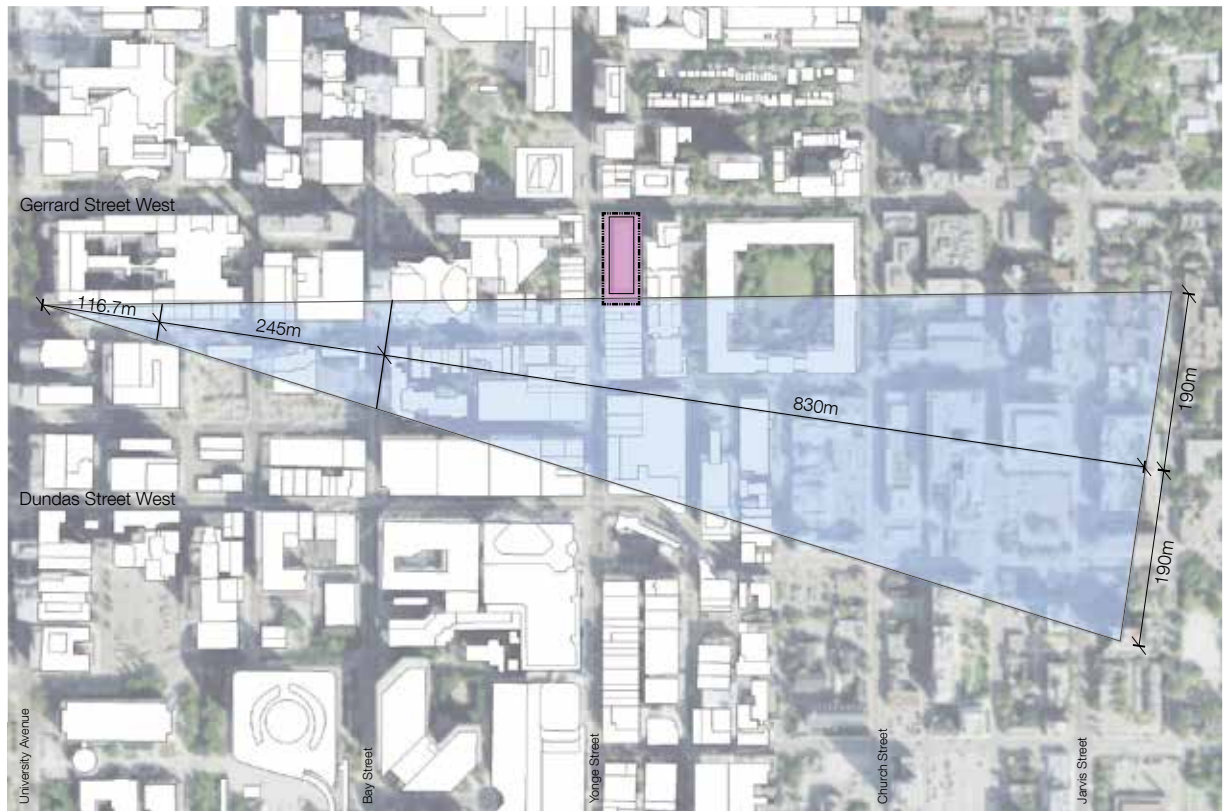
Elements such as floor and podium heights, setbacks, right of way dimensions, parking & loading access and land use distribution are illustrated using simple, dimensioned diagrams, giving clients insight into the strengths and weaknesses of the land they wish to develop.

Legend

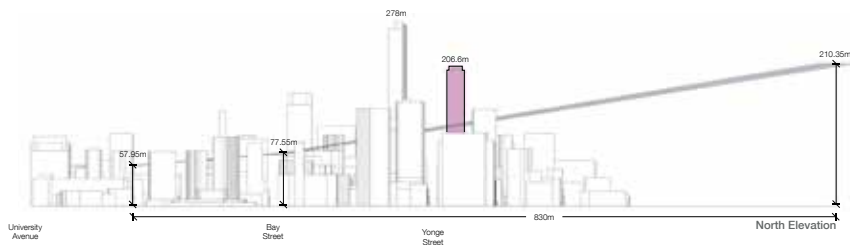
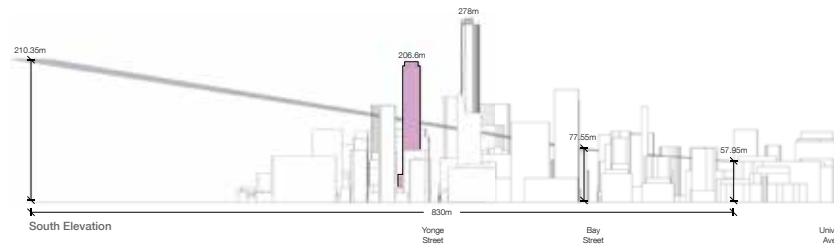
Subject Site



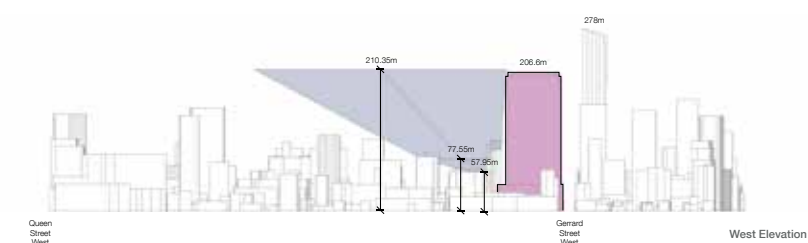
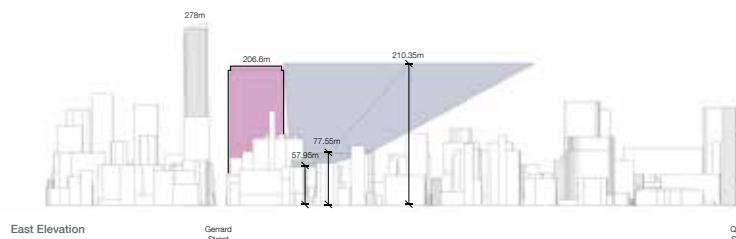
Flight Path



Plan View



North / South Elevation

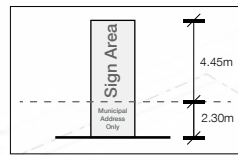


East / West Elevation



Monolith Sign

- "A ground sign displayed on a pillar-like structure which has no structural delineation between the base of the sign and the display surface of the sign."
- "The sign area of a monolith sign shall not include the area of the lower portion of the sign to a limit of two thirds of the total height of the sign structure, provided there is no change of colour and no copy, other than the municipal address of the property within that lower portion of the sign. If there is copy or change of colour from within the lower portion of the monolith sign, then the sign area shall include the area of the sign above the lowest extremity of any copy or change in colour."



Fascia Sign

- "A sign which is attached and parallel to the surface of an exterior wall of a building or structure."
- "No person shall erect a fascia sign other than in accordance with the following regulations:
 - "May not extend beyond the extremity of the facade on which it is mounted;"
 - "No fascia sign shall extend beyond a point which is a maximum of 2m above the roofline of a building;"
 - "Every fascia sign shall be parallel to the surface of the wall to which it is attached."

- Maximum allowable sign area is calculated using the following formula:

$$16 + (\text{area of wall} / 25) = x$$

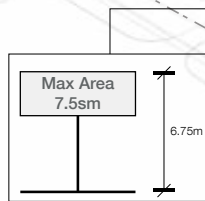
$$\text{Example: } 16 + (295\text{sm} / 25) = 59\text{sm}$$

Mural

- "Any type of display or artistic endeavor applied to any external wall which does not include any words or advertisement or any promotional message or content including logos and trademarks."
- "Murals shall be permitted as fascia signs," subject to the same regulations as other fascia signs."

Ground Sign

- "A sign which is free standing in a fixed position and is supported by a sign structure attached into the ground."
- "No person shall erect a ground sign other than in accordance with the following regulations:
 - 1 Sign per frontage
 - Maximum Area: 7.5sm (80.7sf)
 - Maximum Height: 6.75m
 - Distance from property line / street: 1.5m
 - Within 3m of a driveway entrance
 - Within 15m of a traffic light



Daylight Triangle

- "The area within a triangle at a corner at the intersection of two streets having a specified length on each street frontage."
- "A 15m daylight triangle at the intersection of an arterial road and any other road."

Policy & Planning Infographics

These exercises are intended to condense text-heavy policy information in concise and legible diagrams. By-laws, urban design guidelines, and regulations are distilled and explained in easy-to-understand graphics.

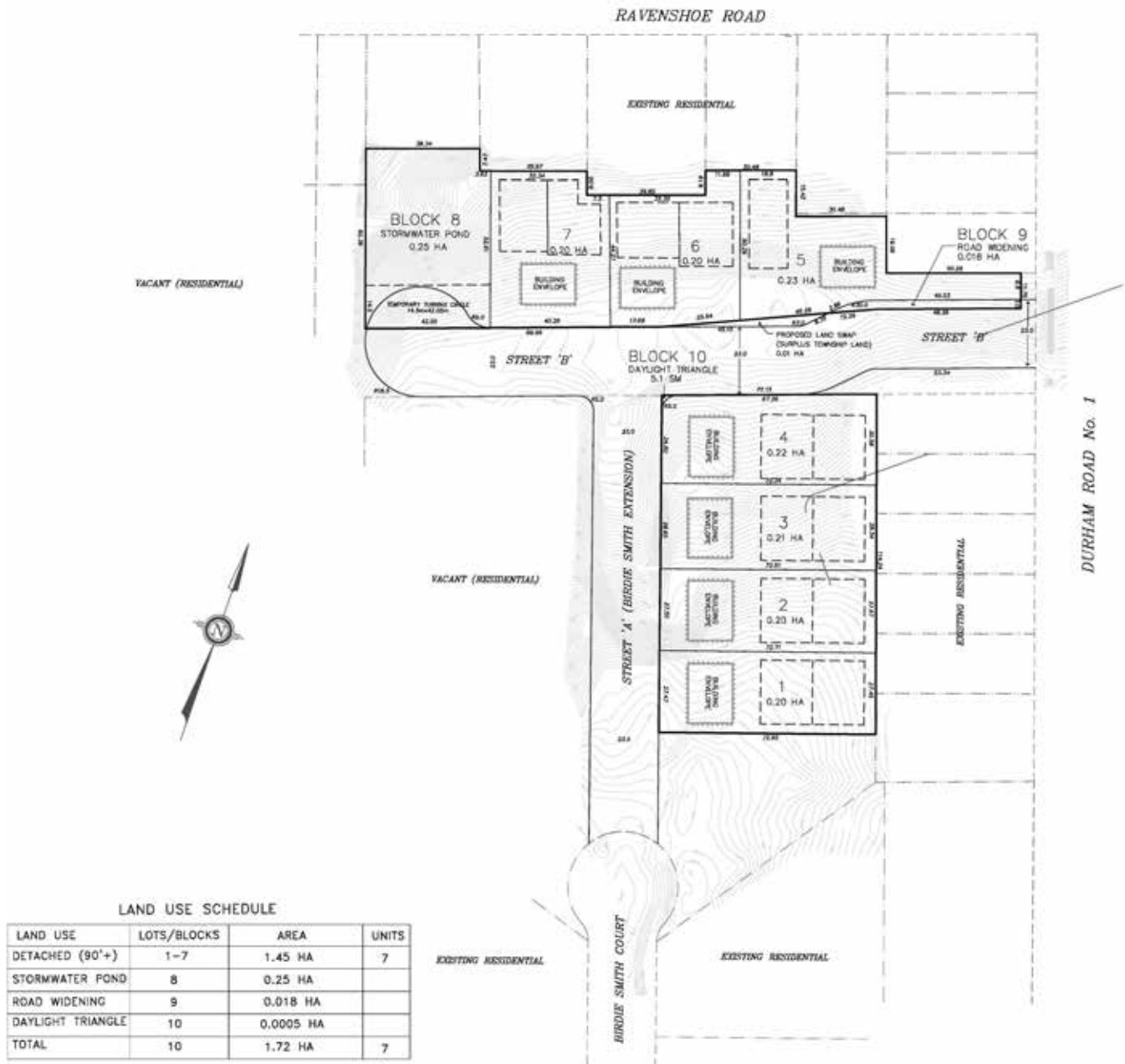
The Oakville Signage By-law graphic (above) illustrates the complexities of the municipality's signage by-law as it applies to a client's property.

A thorough understanding of the client's branding formed the basis upon which pertinent elements of the by-law were scaled and applied to the building model. This assisted the client in identifying and presenting a creative public identity within the prescriptions of the by-law.

The Sick Kids Hospital Helicopter Flight Path graphics (left) were helped a client visualize the impact of the free-travel requirements of the Sick Kids Hospital helicopter landing pad on a specific site. This tool then assisted project architects in shaping the building so that impact on the flight path is minimized.

HEART LAKE ROAD





Land Use Concept Plans

Concept plans allow a client to visualize the buildable area in a given parcel. By identifying setbacks, natural heritage features, slopes and banks, wetlands, and required buffers, an owner can accurately calculate buildable area and begin to lay out their street grid.

Once sensitive districts are subtracted and areas for intensification clearly identified, an owner can begin to lay out a street grid and subdivide into house lots. At this time, decisions about the nature of the subdivision including lot frontage widths, depths, and house sizes, as well as community features like local parks, mailboxes, sidewalks, paths, and stormwater ponds can be made.

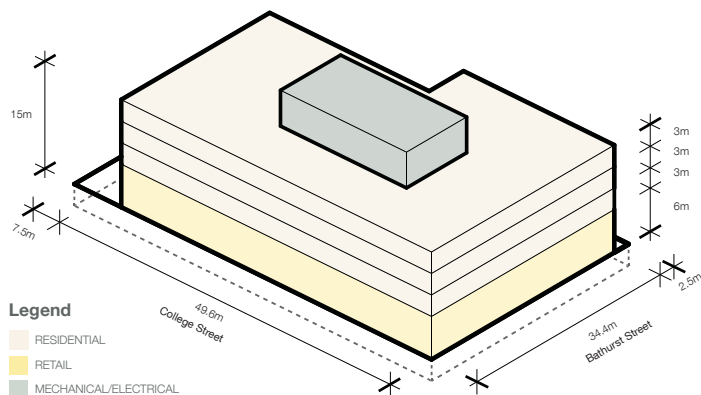
These decisions are important building blocks to the eventual community and making them early and with the most accurate information possible is of the utmost importance.



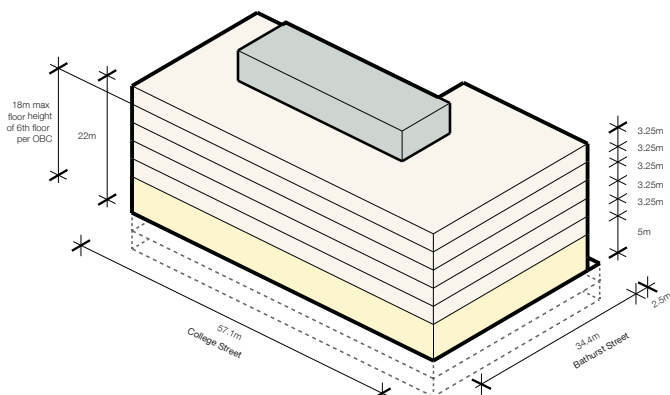
Existing Situation



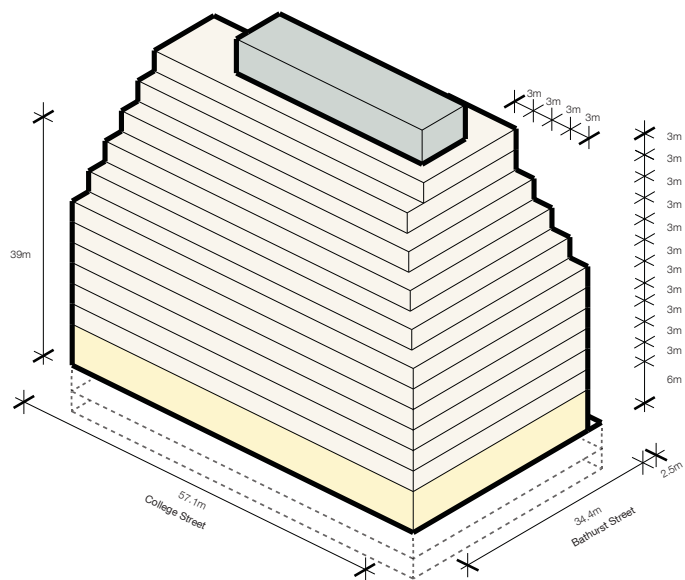
Site Analysis



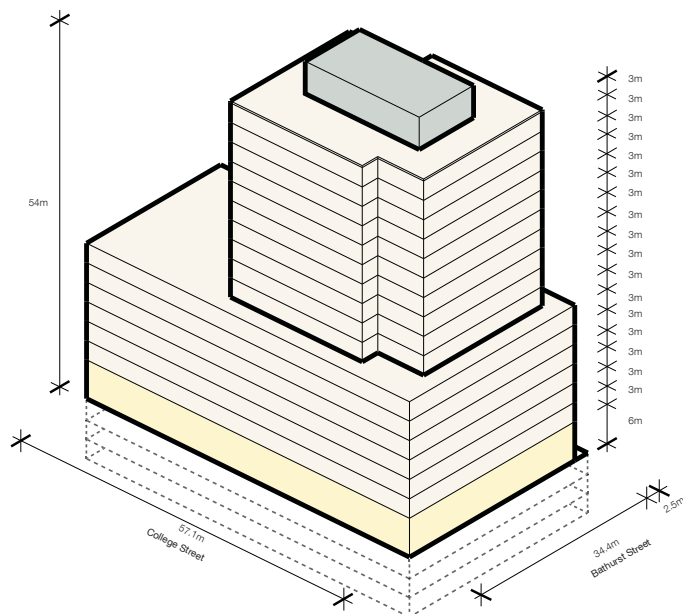
Option 1 - Four Storey Mixed Use Building



Option 2 - Six Storey, Wood Framed Mixed Use Building



Option 3 - Nine Storey Mixed Use Building



Option 4 - Seventeen Storey Mixed Use Building

Feasibility Study Exemplar 1

Early in the development process, a project proforma has not yet been authored and a client would simply like to explore a number of options in advance of a potential acquisition.

Studies which model and examine building forms and sizes in the context of applicable policy and adjacent development will help to move a potential project beyond a conceptual idea and into a feasible model.

While the ideas generated in this stage may never develop into actual projects, they will help familiarize clients with the entitlement environment within which they will be working.

This project examined the Opportunities & Constraints affecting a site which had recently come up for sale, so that a client could make an informed decision regarding the acquisition of the available properties.

Legend

Subject Sites

Site Divisions

Approximate Lot Area

+/- 7,560sf (+/- 702sm)

*Approximate. Lot areas to be confirmed with survey.

Zoning Summary

506-512 Yonge Street

Zoning By-law 569-2013
CR 3.0 (c2.0; r3.0) SS1 (x2546)

Zoning By-law 438-86
CR T3.0 C2.0 R3.0

Height Limit (both by-laws): 18m

Yonge Street ROW: 20m

Avenue Segment? No



Existing Situation

Legend

Total Subject Sites

Tower Footprint (750sm)

Approximate Lot Area

+/- 22,733sf (+/- 2112sm)

*Approximate. Lot areas to be confirmed with survey.

Zoning Summary

506-528 Yonge Street

Zoning By-law 569-2013
CR 3.0 (c2.0; r3.0) SS1 (x2546)

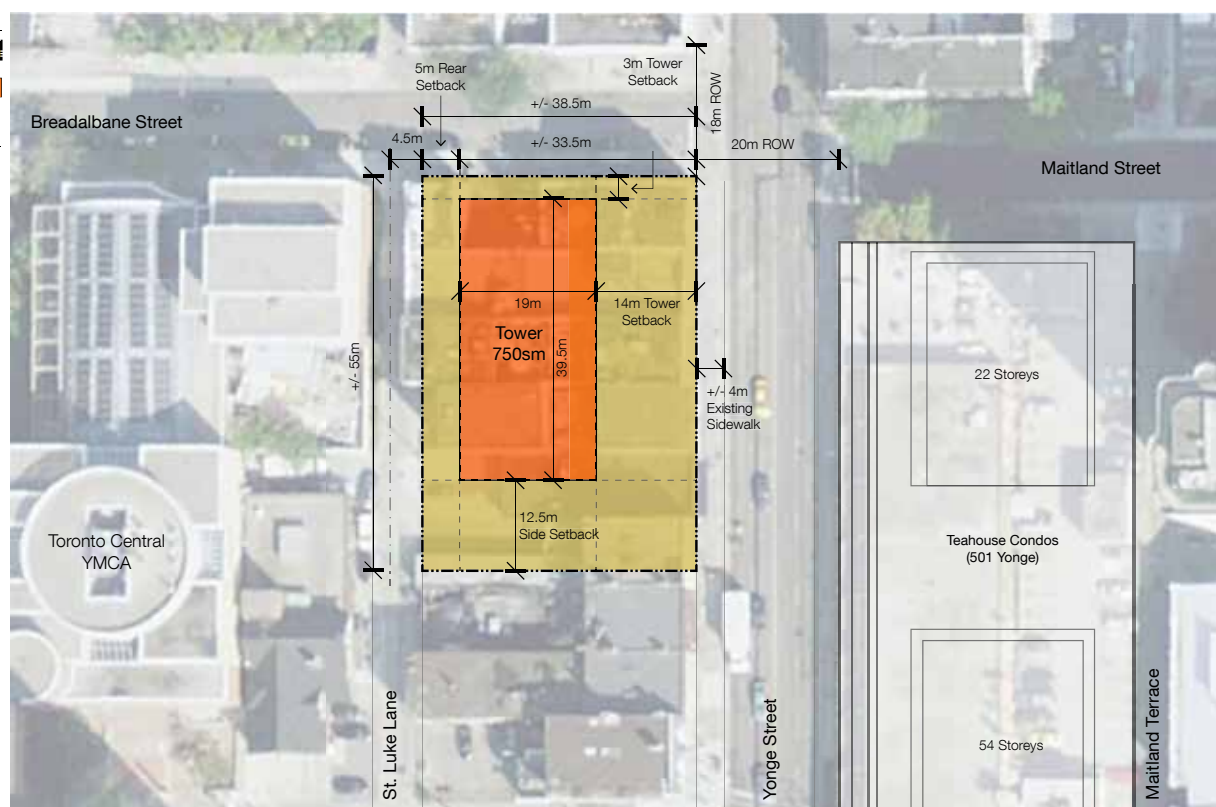
Zoning By-law 438-86
CR T3.0 C2.0 R3.0

Height Limit (both by-laws): 18m

Yonge Street ROW: 20m

Breadalbane Street ROW: 18m

Avenue Segment? No

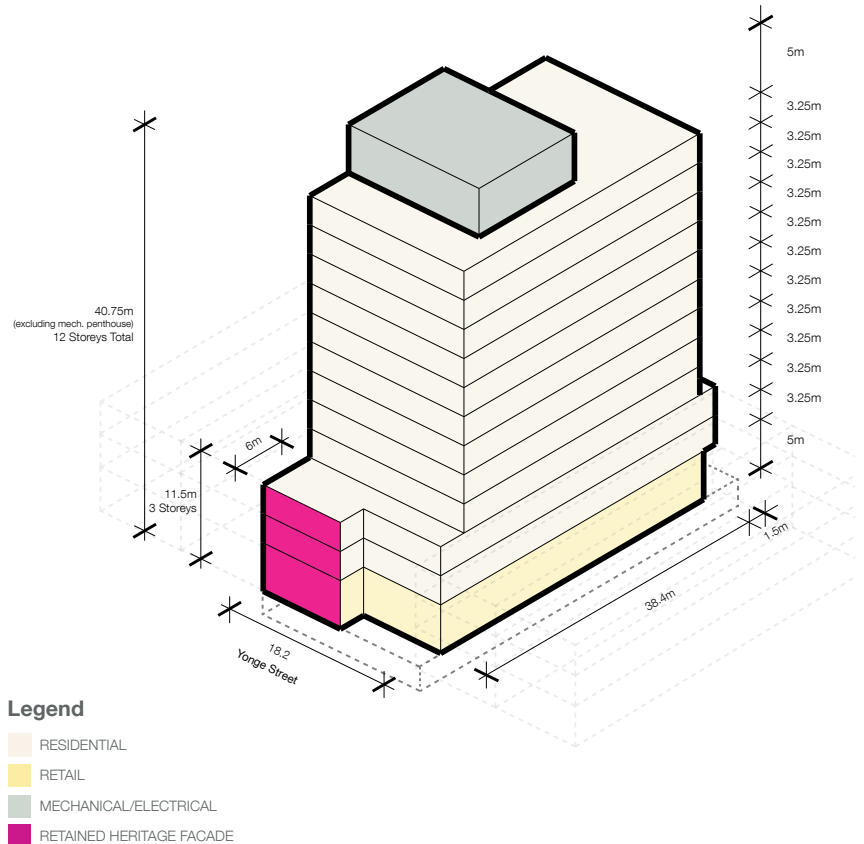


Initial Tower Option

506-512 Yonge Street			
Zoning:		CR	
Height Limit:		18m	
Lot Size			
	sf	sm	
506 Yonge Street	+/- 1890	+/- 175.5	
508 Yonge Street	+/- 1890	+/- 175.5	
510 Yonge Street	+/- 1890	+/- 175.5	
512 Yonge Street	+/- 1890	+/- 175.5	
Total	+/- 7560sf	+/- 702sm	
Retail and Residential			
Level:	GCA* (sf)	Net Saleable (sf)	Efficiency
Ground - Retail	7,000	4,300	61%
Second	7,080	5,500	78%
Third	7,080	6,250	88%
Fourth	5,425	4,600	85%
Fifth	5,425	4,600	85%
Sixth	5,425	4,600	85%
Seventh	5,425	4,600	85%
Eighth	5,425	4,600	85%
Ninth	5,425	4,600	85%
Tenth	5,425	4,600	85%
Eleventh	5,425	4,600	85%
Twelfth	5,425	4,600	85%
Mech Penthouse			
Total Retail:		4,300	
Total Residential:		53,150	
SITE TOTAL:	69,985	57,450	81.8%
FAR / FSI**:	9.25		
Number of Units:	79		
Residential			
Proposed Height:	Twelve Storeys, 40.7m (excluding mech penthouse)		

Note: all calculations are preliminary
 *Note: GCA excludes balconies
 **Note: GCA is used to calculate the FSI

Anticipated Variances (as per By-Law 569-2023)	
Height	
Total and Residential FSI	
Interior and Exterior Amenity Space	
75% main front wall, max. 3.0m from front lot line	
Residential Parking Requirement	
Residential Loading Requirement	



Feasibility Study Exemplar 2

This tight, mid-block site required a context-sensitive response that met both the client's proforma and the City's strict guidelines for new buildings on this important thoroughfare.

Together with the Opportunities & Constraints and Site Analysis maps, a simple massing is developed and tested against the client's requirements. Using the gathered information, the client will make a decision regarding potential site development options.

Background research for this project evaluated several 'soft' sites on Yonge Street including a heritage-designated building. It was also shaped by an area-specific planning framework, a set of urban design guidelines and potential shadowing concerns on the park to the north.

Flagship Development Group

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