

Public Consultation Strategy Report

2400-2440 Dundas Street West
City of Toronto

Prepared For
Fora Developments

March 2023



Toronto Office

3 Church Street, Suite 200
Toronto, ON
M5E 1M2

T. 416.947.9744
F. 416.947.0781

www.bousfields.ca

Urban Planning | Urban Design | Community Engagement

Job Number 21204-1

Hamilton Office

1 Main Street East, Suite 200
Hamilton, ON
L8N 1E7

T. 905.549.3005
F. 416.947.0781

Table of Contents

1. Introduction	1
2. Goals and Outcomes	2
3. Current Site and Context	3
4. Scope of Consultation	7
5. Target Audience	8
6. Consultation to Date	10
7. List of Matters to be Addressed	13
8. Engagement Approaches	14
9. Methodology for Evaluating Feedback	16
10. Conclusion	18
Appendix A	A1

Introduction

This ***Public Consultation Strategy Report*** (PCSR) is prepared on behalf of Fora Developments (the Applicant) in support of their Zoning Bylaw Amendment application for ***2400-2440 Dundas Street West*** (the Site). The Applicant has conducted pre-application community consultation, which this report summarizes, in addition to following the City's terms of reference for PCSRs. As such, this report describes the goals and outcomes, key messages, desired outcomes, scope of consultation, audience, list of matters to be addressed, engagement approaches, methodology for evaluating feedback, and a conclusion. The Applicant is prepared to make adjustments to their engagement strategy, following discussions with interest groups, City Staff, and the Councillor's Office.

Currently, the Site is occupied by low-rise commercial and surface parking spaces, adjacent to the Bloor GO and Union Pearson Express (UPX) station. The commercial uses on the Site include a FreshCo grocery store, Enterprise car rental and a Shoppers Drug Mart with second floor office space. The proposal seeks to redevelop these lands into a mixed-use, transit-oriented community with both residential and non-residential options, including a grocery store.

Goals and Outcomes



GOAL

Share information and seek input from the public and interest groups on the proposal

OUTCOME

The public and interest groups feel sufficiently informed and consulted about the proposal



GOAL

Consult with interested persons and groups, using various methods of engagement

OUTCOME

All engagement methods were accessible, and easily digestible, allowing a range of people to learn about the project, ask questions, and provide input



GOAL

Distill overarching themes and key points about the proposal from various consultations

OUTCOME

The feedback received during consultations helped the Applicant understand the sentiment of the public with regard to the project



GOAL

Remain transparent and communicative with the public in an open manner about the proposal as well as the engagement process

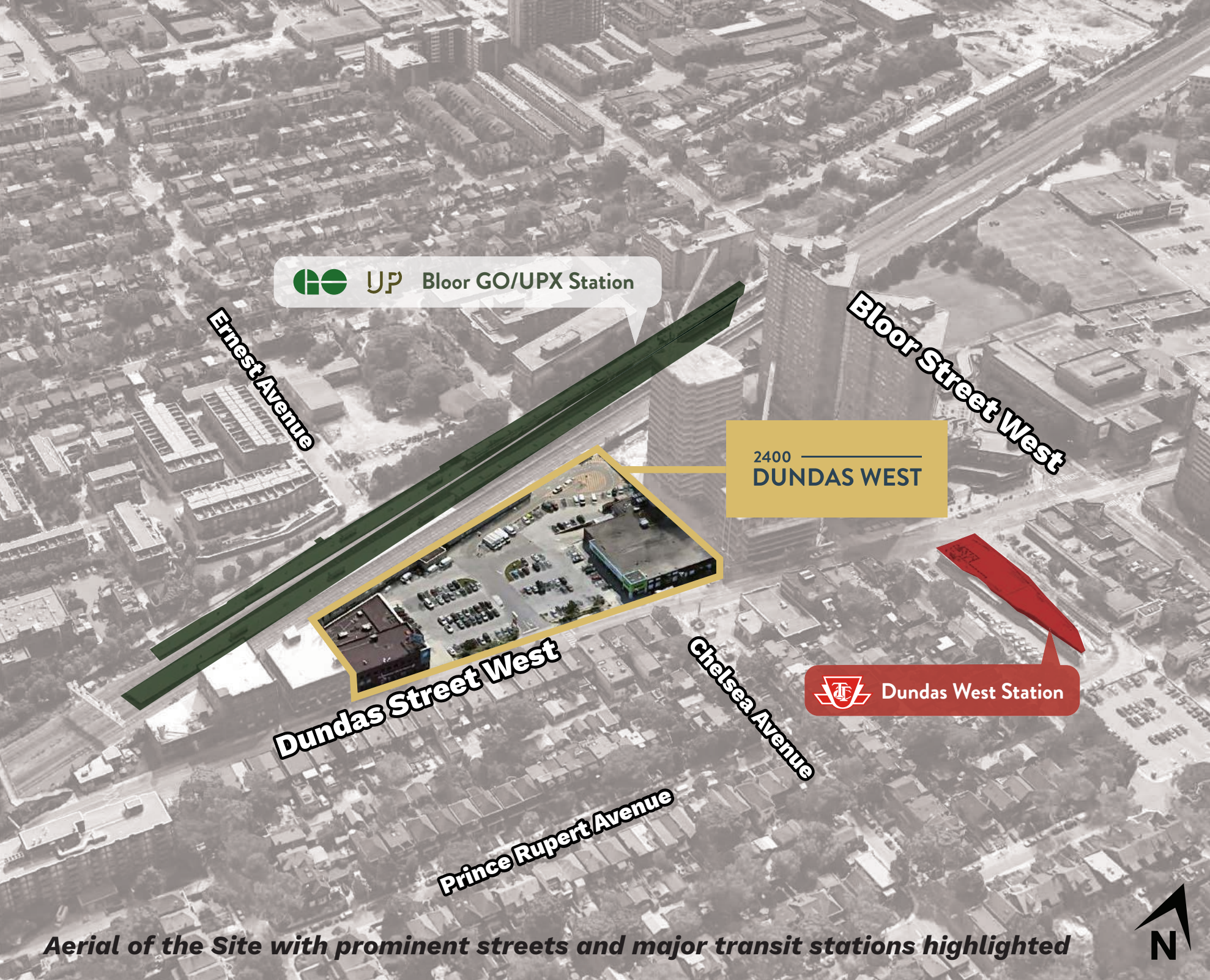
OUTCOME

The public, interest groups, and the Applicant are clear on the overall engagement and feedback processes and their outcomes

Current Site and Context

Current Context

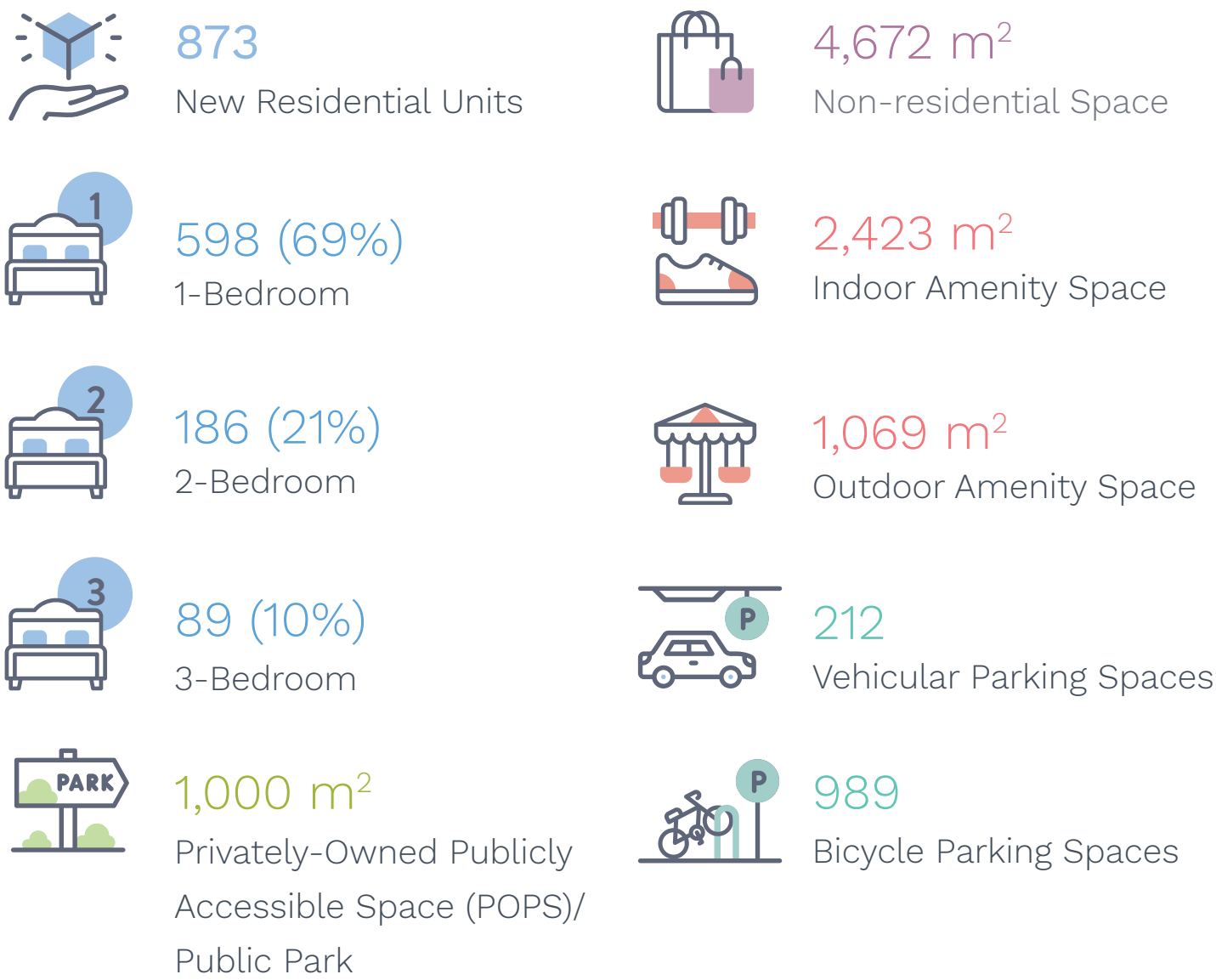
Located north of Bloor Street West at the eastern side of Dundas Street West and the CPR/CNR Rail Corridor, the Site is in the High Park North neighbourhood in the City of Toronto. It is also colloquially referred to as the West Bend neighbourhood. Currently, the Site is occupied by low density commercial outlets, including a FreshCo to the south side of the Site and a Shoppers Drug Mart to the north, with surface parking spaces in the centre. To the southeast of the Site, is an interim pick-up and drop-off point for the Bloor GO and UPX station.



Aerial of the Site with prominent streets and major transit stations highlighted

Project Highlights

A new **18-, 25-, and 36-storey mixed-use** building:



**Numbers and percentages have been rounded to the nearest whole number.*



Current Site and Context
2400-2440 Dundas Street West

Key Messages

We have developed several key messages to help provide clarity around various components of the proposal. To help break down these components, we have organized the key messages into themes.



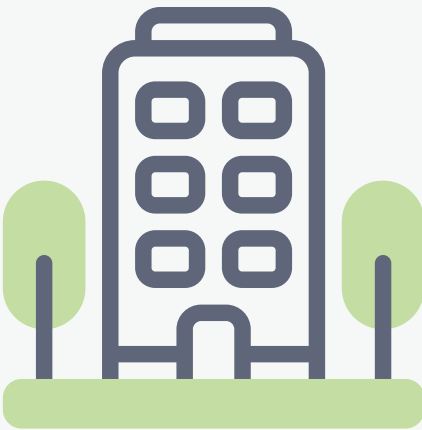
Project at a Glance



Transit-Oriented Development



Improved Connectivity



Enhanced Public Realm



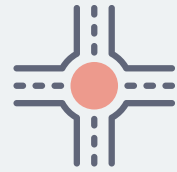
Project at a Glance

The proposal is to construct a new mixed-use transit-oriented development with two buildings: 1. The north building (Building A) contains a 25-storey tower and an 18-storey tower atop a three-storey podium and 2. The south building (Building B) forms a 36-storey tower atop a four-storey podium. The proposal would provide new and modern residential units adjacent to both regional and public transit, while making overall improvements to the Site. As part of the proposal, there will be new street-level commercial uses, a new grocery store, a 1,000 m² POPS/ public park, as well as new indoor and outdoor amenities. The development is also proposing to incorporate a geothermal heating and cooling system to meet modern sustainability and energy efficiency performance.



Transit-Oriented Development

Currently, the new buildings will be adjacent to the existing Bloor GO and UPX station and less than a 5-minute walk to the Dundas West TTC Subway Station. The project aligns with both provincial and municipal policies that promote both intensification and a mix of uses in an area that is in close proximity to higher-order transit (regional and local transit options).



Improved Connectivity

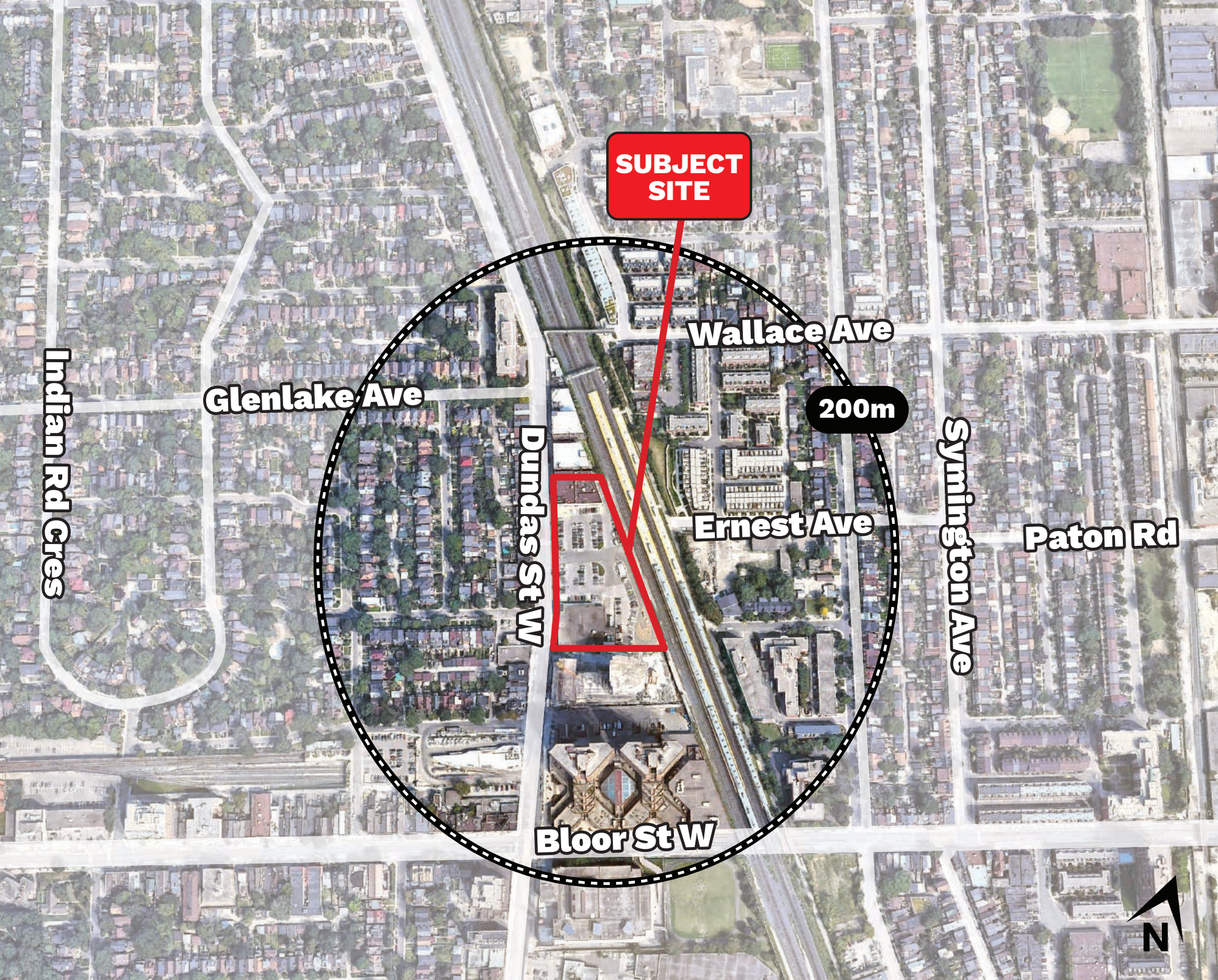
Redevelopment of this Site will allow for improved connectivity with the broader neighbourhood by allowing for access to the Bloor GO and UPX station pickup and drop off point provided at 2376 Dundas Street West through the proposed on-site private driveway. This new private road will allow for easier and more convenient movement throughout the Site and neighbourhood. Further, the existing signalized intersection to service the Site is proposed to shift south to align with Chelsea Avenue to help normalize the intersection.



Enhanced Public Realm

A new privately-owned publicly accessible space/public park will act as a common space that compliments the areas abundance of parks and green spaces, as well as pays homage to the neighbourhood's history. The proposal will add new greenspace access for residents, businesses, and the broader community.

If there are additional points of clarification about the project that arise through the consultation process, or because of any amendments to the proposal, the Applicant, and the project team, will add them to (and/or adjust) the key messages.



Scope of Consultation

The Applicant will continue to work with the Councillor’s Office to determine the appropriate geographic scope of consultation at various stages of the engagement and development application process. Although the Applicant has, and continues to strive to go beyond the minimum consultation area of 120m as prescribed by the *Planning Act*, for the purpose of this report, we are recommending a **200m** scope of consultation. This ensures that we are capturing community members that would be most interested in the proposal.

Target Audience

Visible Minority Population

31%
56%

There is substantially fewer visible minorities in the area compared to the City



Demographic Profile

The Site is located in the Census Tract **5350099.00 (CT)**, in the High Park North neighbourhood. Listed below are some highlights of the CT’s socio-economic indicators in comparison to the City of Toronto’s indicators. These highlights are based on the demographic data reported in Appendix A.

Household Income

The median household income is notably lower than the City average



● CT 5350099.00
● City of Toronto

Housing Tenure Renters

79%
48%

The area has a higher proportion of renters compared to the City average



Education Attainment




Attaining an education that higher than a Bachelors’ degree is significantly higher compared to the City Average

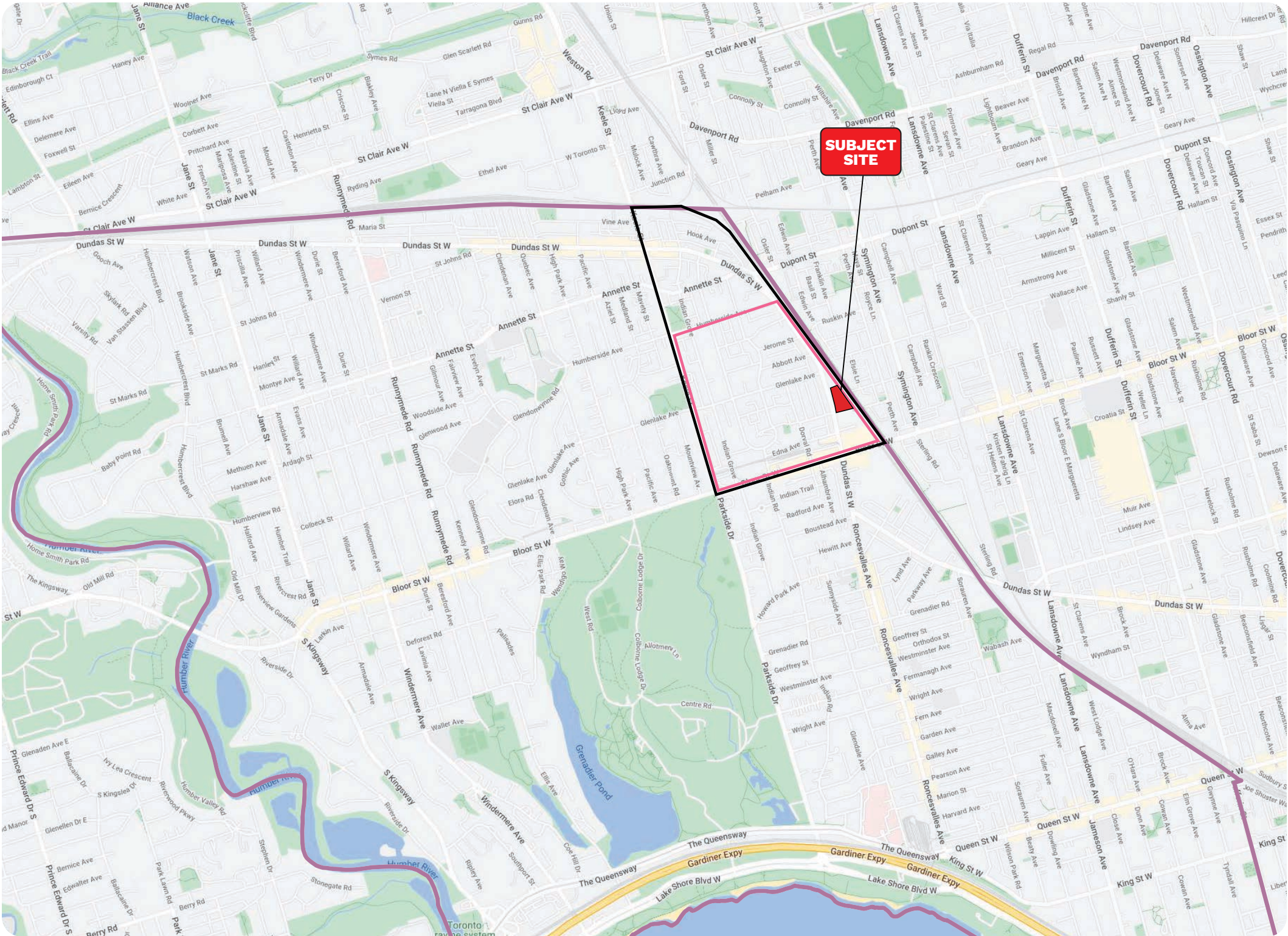


62%
49%

Target Audience & Stakeholders

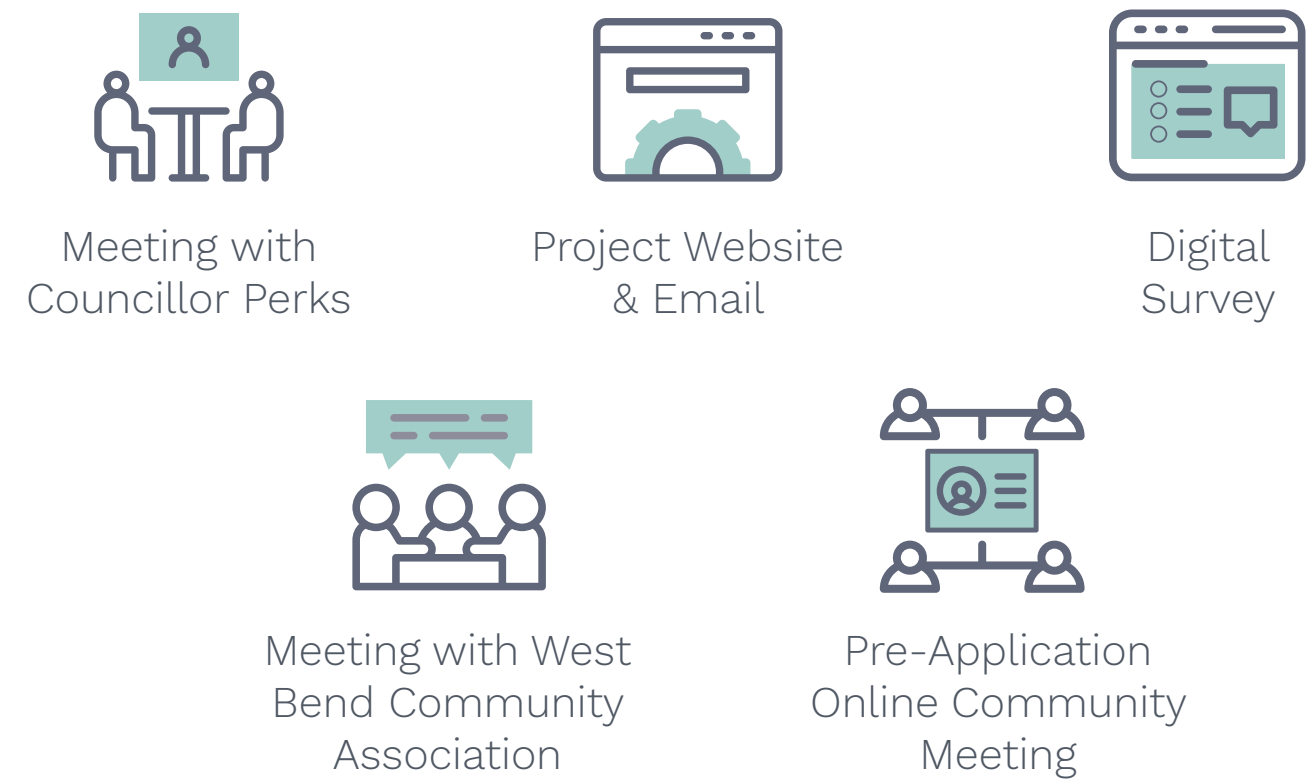
The target audience and interest groups for this development include specific key members of the public (including individuals and groups). The Applicant believes in the importance of developing and maintaining a strong working relationships with the neighbourhood. As such, we have identified the following stakeholders:

-  Councillor Gord Perks, Ward 4 Parkdale-High Park
-  The West Bend Community Association
-  Census Tract 5350099.00
 - Nearby residents
 - Engaged and interested community members



Consultation to Date

A summary of engagement and consultation to date can be found below as well as on our project website.





Applicant-led Consultation Methods



Meeting with Councillor Perks

Date: December, 2022 and January, 2023

Introduce project and discuss next steps in the proposal



Project Website & Email

Date: February, 2023

Centralized hub for the latest information and an avenue to provide feedback and comments



Digital Survey

Date: February, 2023

Interactive survey for the public to provide feedback on matters such as the public realm



Applicant-led Consultation Methods



Meeting with West Bend Community Association

Date: February, 2023

Introduce project to the board and gather initial input



Pre-Application Online Community Meeting

Date: February, 2023

Applicant-led presentation that went over the proposal and the vision for the Site with the public

List of Matters to be Addressed

The following list outlines the various topics that may be brought forward for either discussion and consultation related to the proposal.



Project Context



Project Description



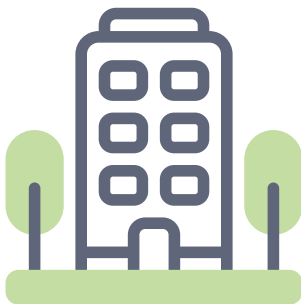
Design & Built Form



Sustainability and Energy Performance



Transportation, Traffic & Parking



Public Park & Public Realm Improvements



Process and Timeline

Engagement Approaches

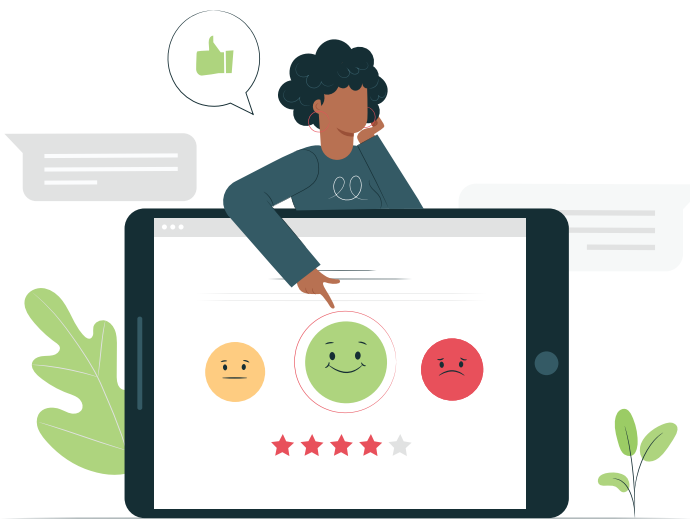
Methodology for Evaluating Feedback

In order to continue supporting our consultation objectives, we have developed and maintained an engagement strategy that includes multiple engagement methods. These communication and engagement methods include the following.



Dedicated Project Website

A dedicated project website serves as a central hub for information in order to provide details about the proposal, including engagement opportunities.



Online Survey

An opportunity for the public to provide their thoughts on the direct of the proposal, including what they would like to see more of. If possible, incorporating these changes into the design.



Online Community Meeting(s)

Provides the broader community to learn about the project and ask questions or share comments on the proposal.

Methodology for Evaluating Feedback



In-person Community Meeting(s)

If appropriate, and weather permitting, potentially hosting in-person community gatherings such as a guided walk around the Site, which creates a space for the community to ask questions and for the project team to interact with the public.



Meeting with Organized Interest Groups

Creating a space that is transparent and open with the project team by answering questions and being proactive in inviting groups to talk.



Community Consultation Meeting

A Community Consultation Meeting hosted by the City of Toronto (date to be determined) for which the City of Toronto. Meeting notice will be sent to residents/landowners. Where possible, proactively support City Staff in the execution of the Community Consultation Meeting.

A Statutory Public Meeting at Toronto and East York Community Council will be scheduled later in the process (date to be determined).

Methodology for Evaluating Feedback

All forms of data including notes, feedback forms, questions, general comments and any other documentation stemming from the in-person and online engagement approaches will be summarized and analyzed to identify any recurring themes. These themes will inform the proposal throughout the application process. The graphic below exemplifies potential themes from the feedback collected and is meant to evolve with the project over time as new information is gathered throughout the process. Note, these themes are not meant to represent the opinions of the community but are examples of potential themes that may come forward.



Data

- Project Website
- Online survey
- Conversations with Targeted Interest Groups
- Community Consultation Meeting

Themes

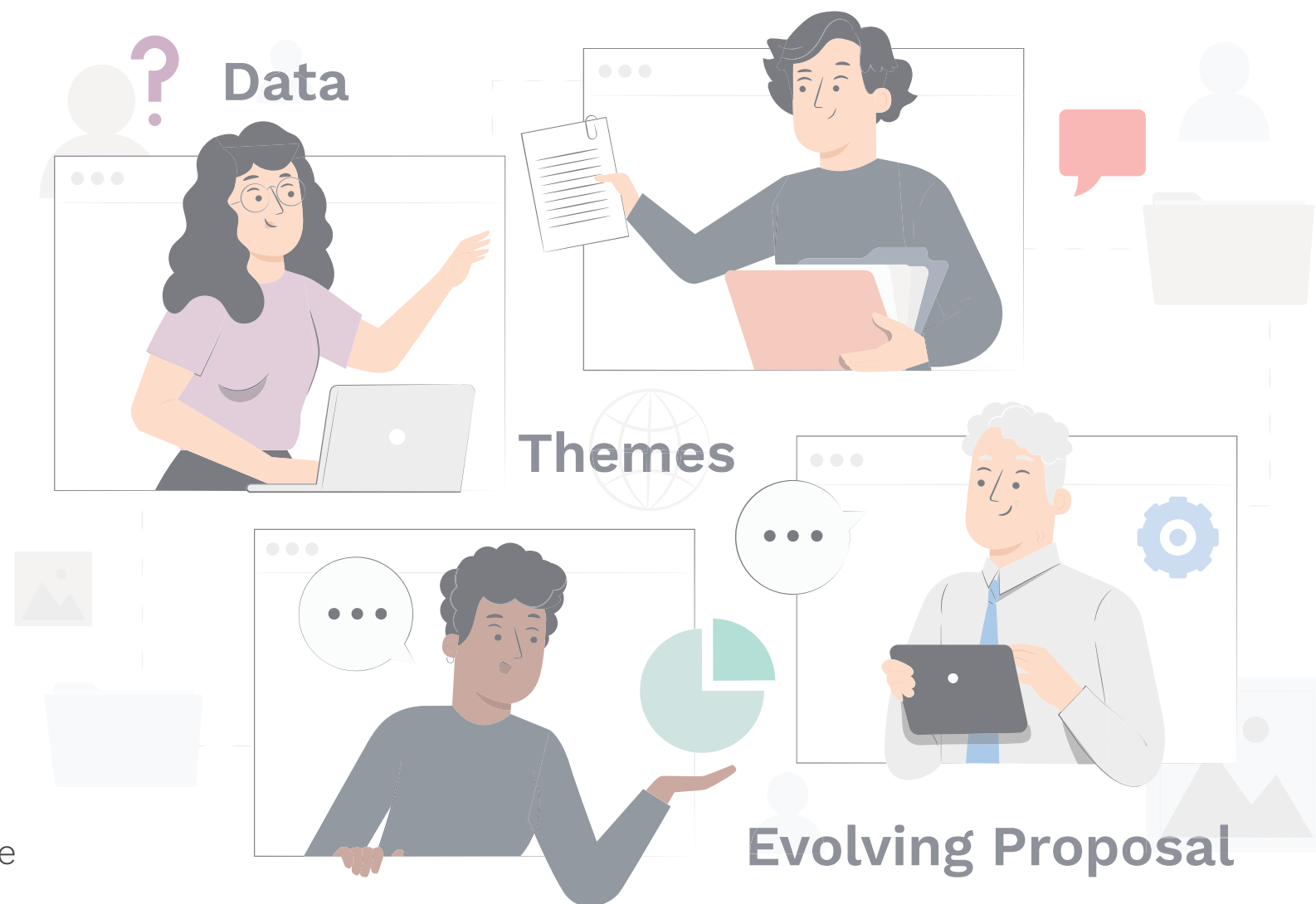
- Design & Built Form
- Parking & Traffic
- Connectivity
- Outdoor Public Space

Evolving Proposal

- Massing and architectural cladding
- Transportation Impact Study
- Public Park and Public Space Design

Reporting Back

After feedback has been analyzed and summarized, the Project Team will provide necessary updates via community meetings and/or the project website.



Conclusion

Bousfields Inc. is pleased to discuss the proposed public consultation strategy with City Staff, and if appropriate, make amendments to the plan based on Staff's feedback. The Applicant and Consultant Team are committed to working with the community throughout the duration of the development application process. The approach

to this component of the project is to ensure that there is sufficient opportunity for community members and interest groups to engage in the development process in a way that is most convenient and accessible to them. The process has been developed to allow for a broad range of voices to contribute to the discussion.

Appendix:

Demographic Data

The Site is in the Census Tract **5350099.00 (CT)**, in the High Park North neighbourhood. Below is a demographic profile comparing the CT to the City of Toronto. This information was derived from the 2021 Statistics Canada Census.

Socio-Economic Indicator		Census Tract 5350099.00	City of Toronto
Age	0 to 14 years (Children)	14%	14%
	15 to 24 years (Youth)	8%	11%
	25 to 64 years (Working Age)	66%	58%
	65+ years (Seniors)	13%	17%
Median Household Income		\$74,500	\$84,000
Language Spoken Most Often at Home	English	78%	66%
	Non-Official	1%	<1%
	French	16%	26%
	Multiple Responses	5%	7%
	Top Non-English Home Languages	Spanish, Polish, Tagalog, Vietnamese	Mandarin, Cantonese, Tagalog
Visible Minority		31%	56%
Immigration	Born in Canada	64%	48%
	Top places of birth	Poland, Philippines, India	Philippines, China, India
Housing Structure Type	Single-Detached House	11%	23%
	Semi-Detached House	10%	6%
	Row House	1%	5%
	Duplex storeys	5%	4%
	Apartment, less than 5 storeys	27%	14%
	Apartment, 5+ storeys	47%	47%
Housing Tenure	Own	35%	52%
	Rent	65%	48%
Household Size	Average Household Size	2.0	2.4
	1-person	43%	33%
	2-person	31%	30%
	3-person	13%	15%
	4-person	10%	13%
	5 or more persons	4%	8%
Main Mode of Commuting	Car	41%	61%
	Public Transit	40%	26%
	Walking	10%	8%
	Bike	6%	2%
	Other	4%	3%
Education	No certificate, diploma, degree	4%	9%
	High school	14%	19%
	Apprenticeship or trades	3%	3%
	College, CEGEP, other	14%	17%
	University below bachelor level	3%	3%
	Bachelors' degree or higher	62%	49%

