



**BOUSFIELDS INC.**  
PLANNING | DESIGN | ENGAGEMENT

# **PUBLIC CONSULTATION STRATEGY REPORT**

**409 Huron Street  
City of Toronto**

**May 2019  
The Impressions Group**

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**Job Number 18139-1**

## 1.0 INTRODUCTION

The Impressions Group submits this Public Consultation Strategy Report to support the application for a Zoning By-law Amendment to allow for the redevelopment of 409 Huron Street. Located in the University neighbourhood, the current site is a 3-storey converted house with rear addition, home to 40 rental units. This new condo development will continue to provide much needed rental housing for the University neighbourhood while replacing an aging housing stock. With a mix of unit types the proposed 4-storey, 90-unit building will provide options for a range of residents, including graduate students or empty nesters of the Huron-Sussex neighbourhood.

## 2.0 WHAT ARE WE HOPING TO ACCOMPLISH?

### 2.1 Purpose of Consultation

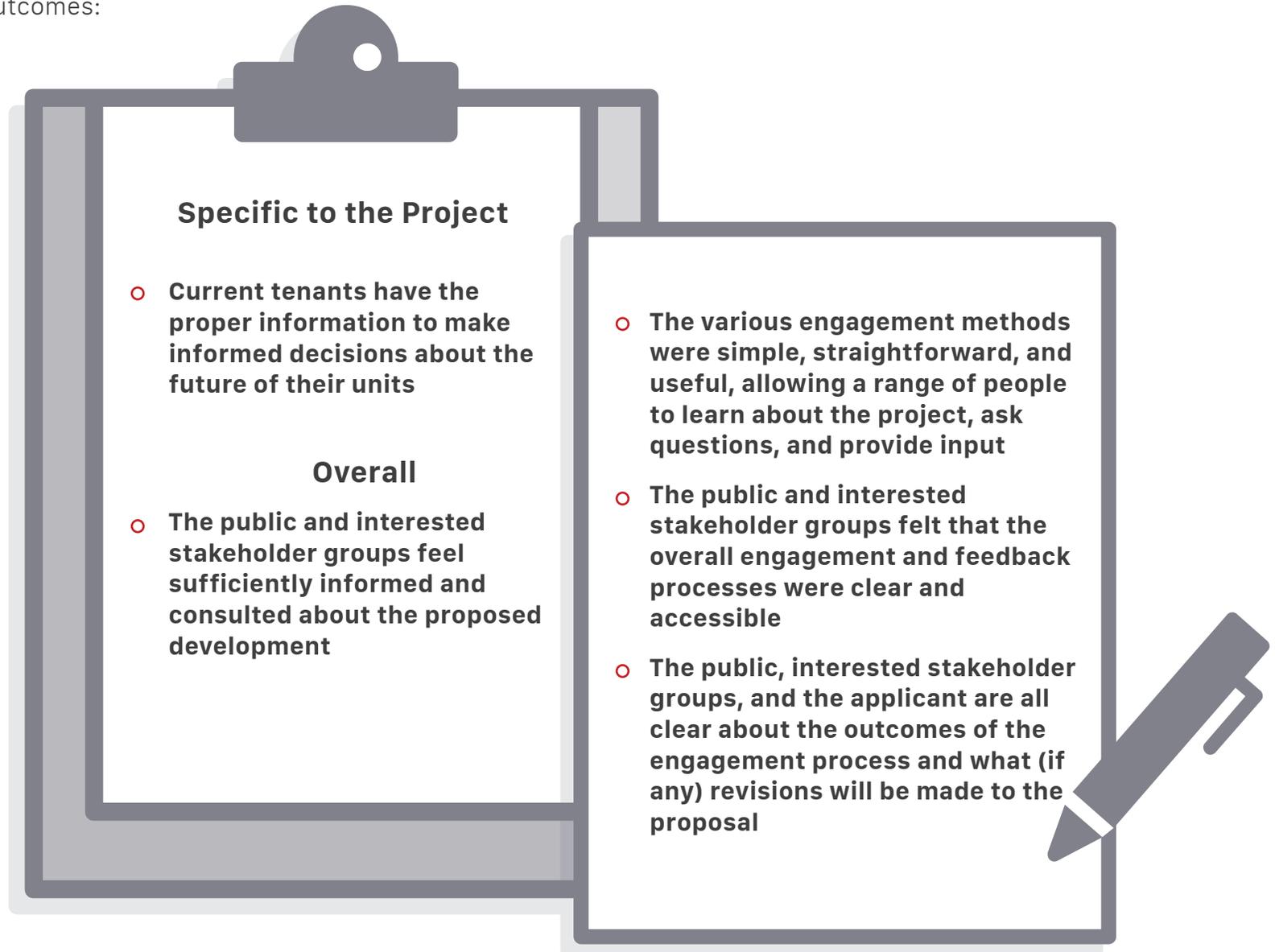
The applicant has the following objectives they wish to accomplish by engaging and consulting with the public regarding their proposal:



## 3.0 WHAT ARE THE DESIRED OUTCOMES?

### 3.1 Desired Outcomes

At the end of the consultation period, the applicant hopes to achieve the following outcomes:

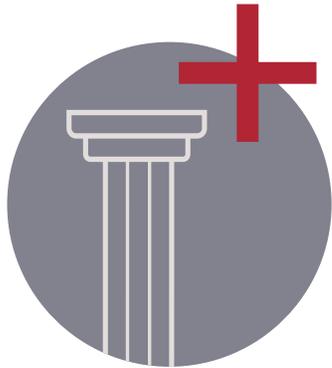


## 4.0 WHAT IS THE PROJECT?

### 4.1 Key Messages

This project has a number of key messages, which all aim to provide clarity around the various components of the proposal. If there are any additional points of clarification about the project

that arise through the consultation process, or as a result of any amendments to the proposal, the applicant will add them to (and/or adjust) the following list of key messages:



#### Heritage

- The design of the proposed building supports the City's heritage goals and will provide a juxtaposition of old and new. The aesthetic will create a visually engaging streetscape, supporting an enhanced public realm on Huron Street
- At only 4-storeys, this project respects existing height profiles of other buildings in the neighbourhood



#### Housing Options

- This proposal is providing a new residential condominium for the area in a unique built form while continuing and improving the current buildings contribution of rental housing units in the neighbourhood
- A mix of unit types will provide the opportunity for a variety of residents to live in the University neighbourhood



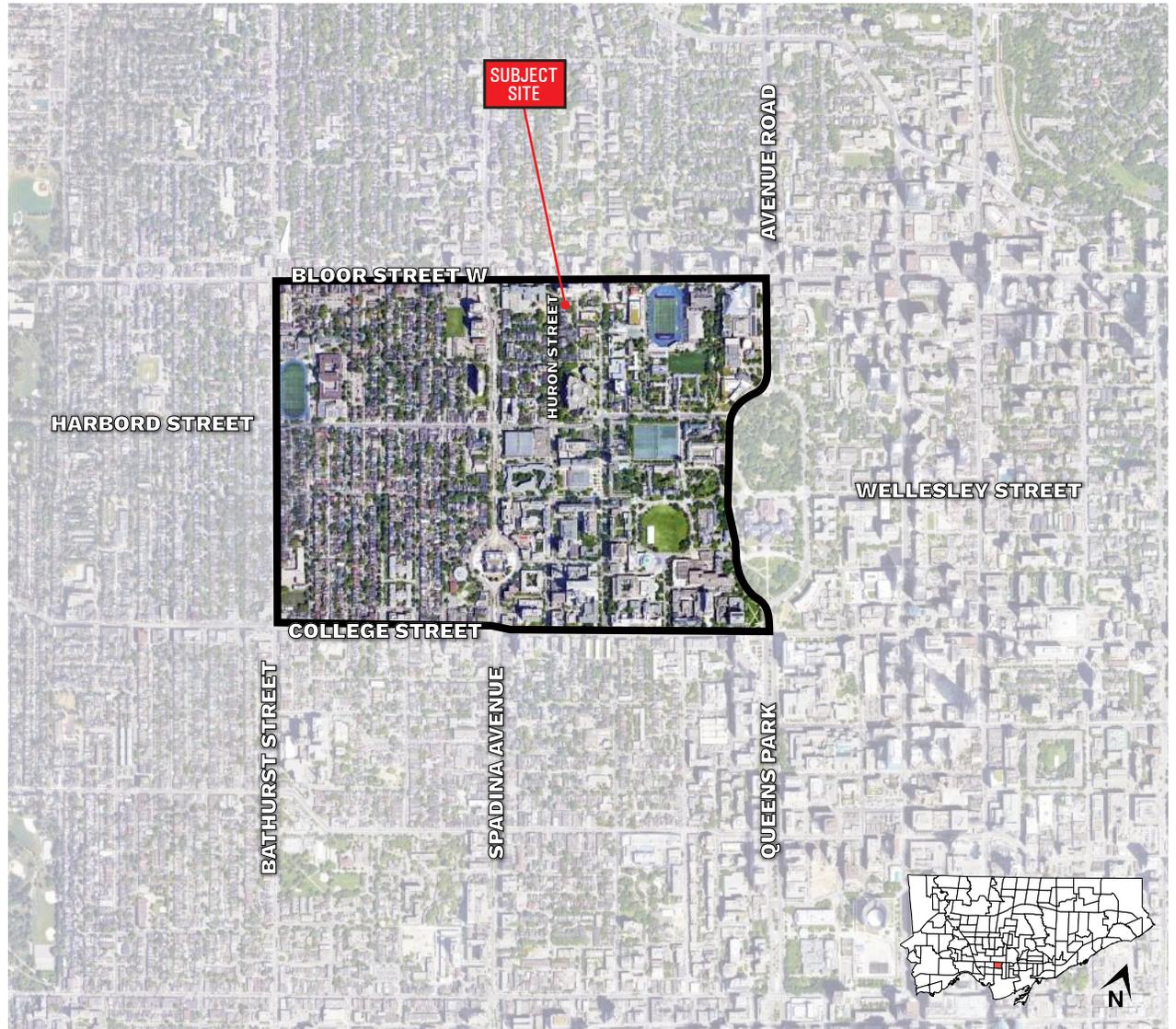
#### Location

- This site is located within walking distance of two major subway lines as well as being served by the new Bloor Street bike lanes
- It is also situated in the incredibly pedestrian-friendly University of Toronto St. George Downtown Campus. This location allows for ease of access and supports alternative modes of transportation for potential residents

## 5.0 WHERE ARE WE ENGAGING?

### 5.1 Scope of Consultation/ Areas of Impact

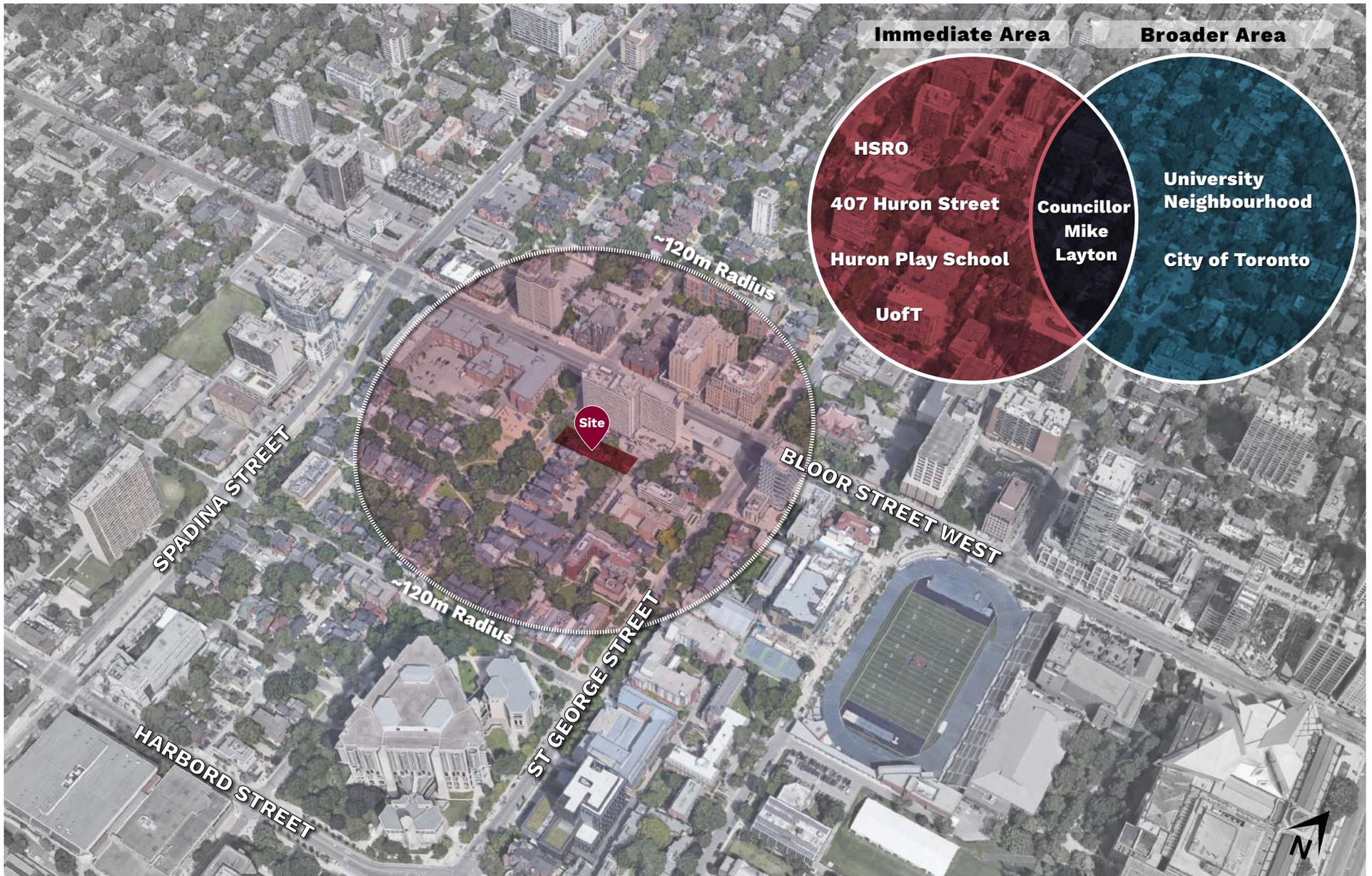
The scope of consultation area is defined by two populations: (1) those who immediately surround the proposed development, and (2) those in the broader area surrounding the proposed development. The immediate area identifies those directly surrounding the site. These are the groups who will likely take a significant interest in the engagement process. They include residents living immediately adjacent to the site, likely impacted by construction and the introduction of new residential units. This would also include residents' associations who are actively involved and take a keen interest in development happening in their neighbourhood. Outside of the immediate area of impact is the broader area of impact, meaning their daily environments may not change, but they might experience changes at a neighbourhood-level; for example the addition to the much-needed newer housing stock in the area. These neighbourhood level impacts indirectly affect groups such as the City, the Ward Councillor, and neighbourhoods close by, such as the Annex.



*Aerial of University neighbourhood*

Those who will be notified of upcoming public meetings will be located within ~120 metres of the subject site, which is the minimum notice area outlined in the Planning Act. This area

includes residents and business owners to the north at Bloor Street West, St. George Street to the east, Sussex Avenue to the south, and just west of Washington Avenue.



Aerial of Impact Area

# 6.0 WHO ARE WE ENGAGING?

## 6.1 Demographic Profile

Below is a brief snapshot of the population characteristics of the University neighbourhood, in comparison to the city-wide average. These statistics help to inform the target audience of the engagement process as well as the methods used to consult.

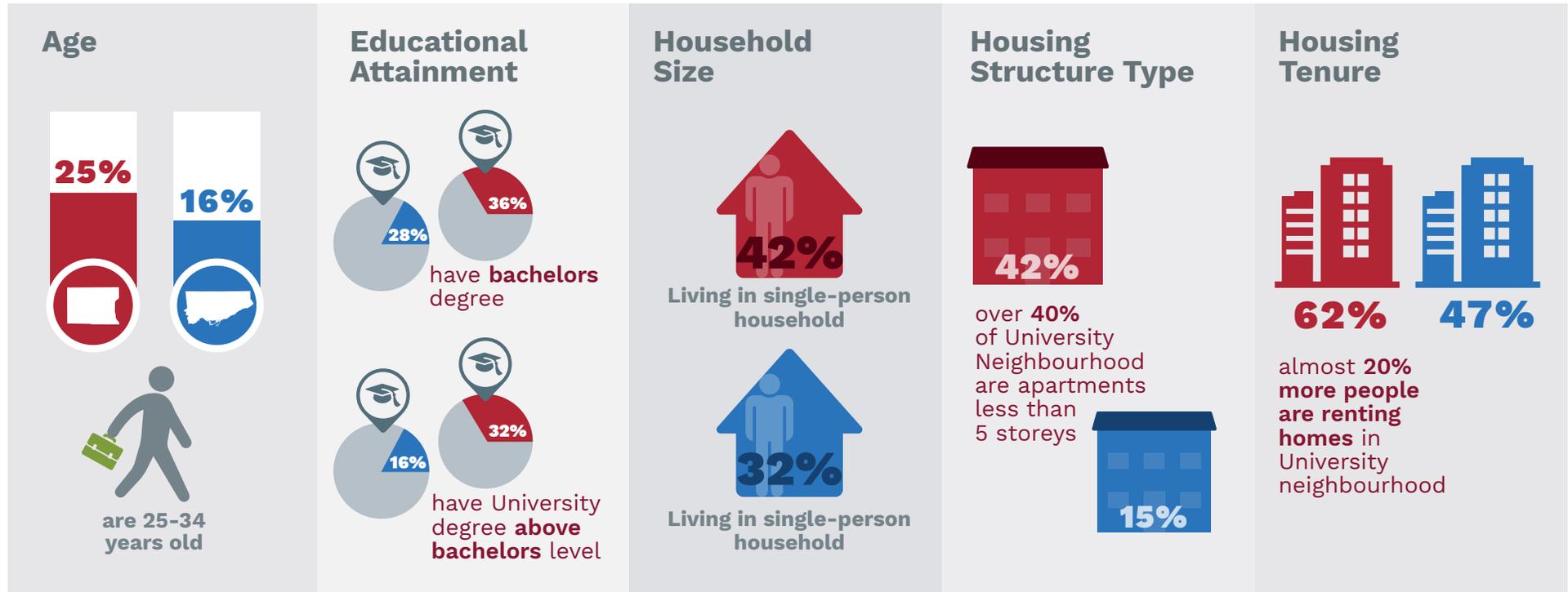
*Not surprisingly, there is a high percentage of university-aged adults as well as adults over 65 and families with children over 25. These demographics support the wide range of potential residents that could call 409 Huron Street home as well as a broad engagement approach that caters to a range of age groups.*



**University Neighbourhood**



**City of Toronto**



## 6.2 Target Audience & Stakeholders

This consultation strategy will take a broad approach and encourage participation by as many University neighbourhood residents who are interested in the process. In order to achieve participation by a broad range of residents -across age groups, gender, income level, etc.- this consultation strategy will use different engagement platforms to reach a wide variety of

groups. As part of the rezoning and approvals process, we believe it is important to develop and maintain open communication with the community. The identification of interested persons/parties and participation by all segments of the population is critical to meaningful public participation. In this respect, we have identified the following local stakeholders:



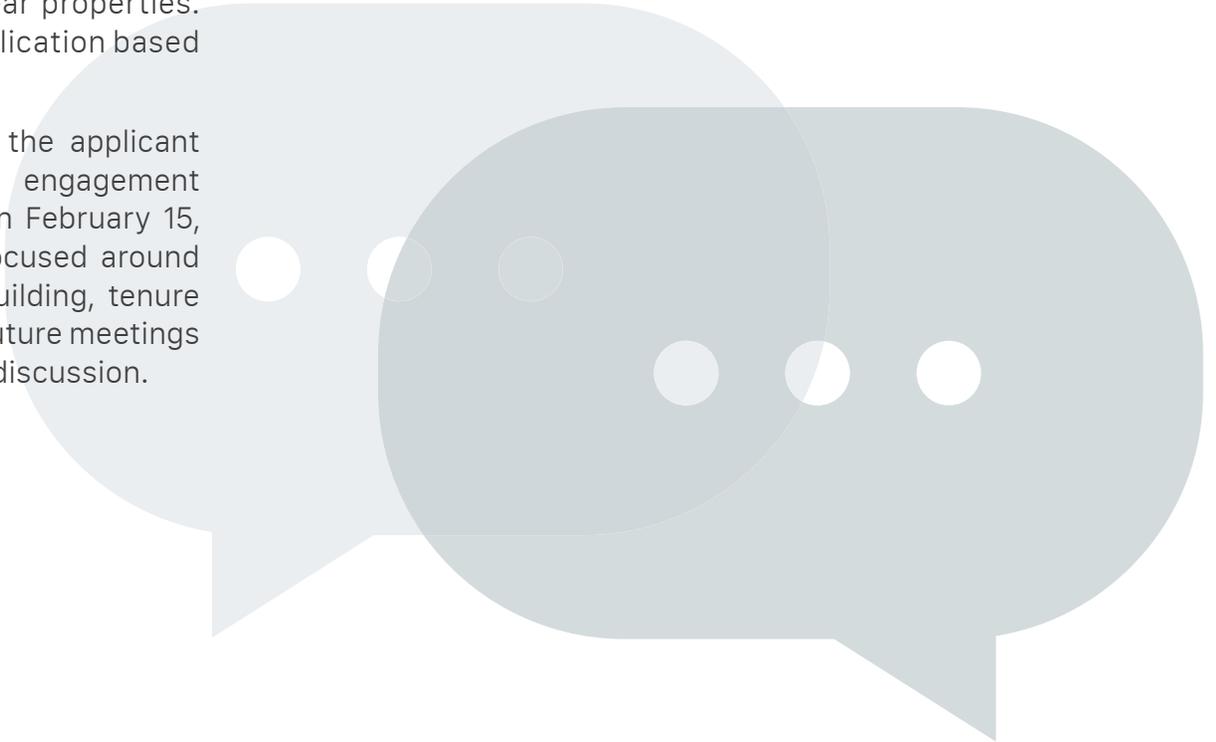
## 7.0 WHAT HAVE WE HEARD?

### 7.1 Pre-application Consultation

Prior to this submission the applicant has had the opportunity to speak with a number of stakeholders. Below summarizes the meetings that have occurred to date; with the intention of continuing the conversation about the proposal with all interested stakeholders following this submission.

**City Staff & Councillor Layton:** the applicant team had the opportunity to meet with City Staff twice on May 30 and November 5, 2018 and Councillor Layton and City Staff on March 6, 2019. These discussions surrounded potential adjustments to built form including height and transitions to rear properties. Adjustments to the proposal were made for this application based on this feedback.

**Huron Sussex Residents' Organization (HSRO):** the applicant team including the architect and community engagement consultant, met with four members of the HSRO on February 15, 2019 to discuss this proposal. Discussions were focused around built form, community engagement, the current building, tenure and rental replacement, proposed use, and zoning. Future meetings are being planned to further address these areas of discussion.



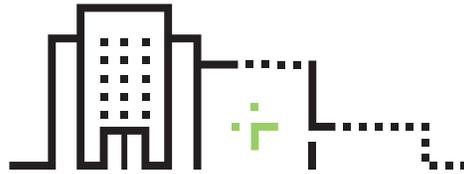
## 8.0 WHAT WILL WE BE DISCUSSING?

### 8.1 List of Matters to be Addressed

The following list outlines the various topics that will be brought forward for discussion and consultation with regards to the proposal:



**Project Description**



**Design & Built Form**



**Heritage**



**Parking**



**Rental Replacement**



**The Development Process & Estimated Timeline**



**The Consultation Process, Engagement Methods & Opportunities to get involved**

## 9.0 HOW ARE WE ENGAGING AND WHEN?

### 9.1 Engagement Methods

The engagement plan is a preliminary draft of potential platforms for consulting with the community and key stakeholders. The applicant proposed to put this outline forward to the various stakeholders for their input and is prepared to adjust the plan in response to their feedback. Based on this feedback, as well as what

is feasible for all parties involved, the applicant will endeavour to achieve some or all of the engagement methods identified below.

These potential methods would consider the involvement of the broader public in the engagement process, alongside more targeted participation by specific stakeholder groups:

#### Broader Public Engagement Methods

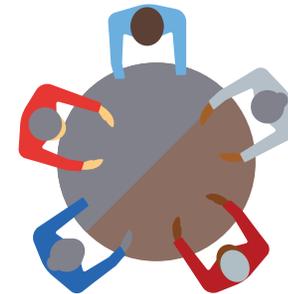


**Webpage**



**Broader Public Meeting(s)**

#### Targeted Stakeholder Engagement Methods



**Targeted Stakeholder Meetings**

# Broader Public Engagement

## Webpage

### Description & Purpose

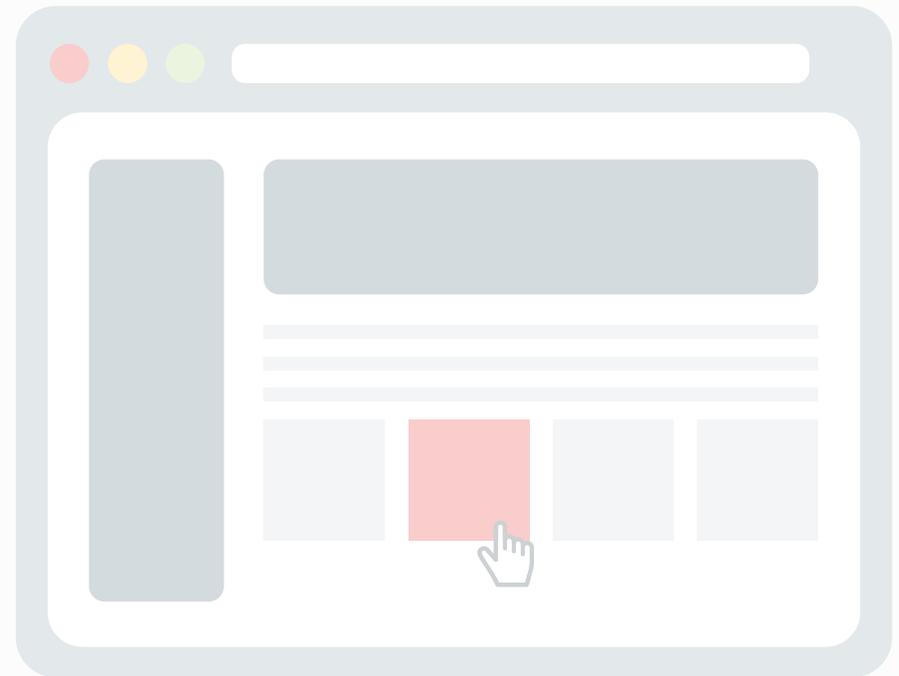
- A landing page on the applicant's website serves as a central information hub for the project [www.theimpressionsgroup.ca/huron-street-redevelopment](http://www.theimpressionsgroup.ca/huron-street-redevelopment)
- The purpose of the landing page is to inform residents, stakeholders, and interested members of the public, while providing the opportunity to:
  - Learn more about the project
  - Learn about the status of the project
  - Ask questions and provide input

### Additional Information

- The webpage serves as a consistent and ongoing tool to keep the community informed, and is a key information source in between potential in-person engagement sessions
- The webpage will be continuously updated throughout the process
- The webpage link will be included on subsequent communications materials

### Documentation & Collection of Feedback

- Questions received through the webpage will receive a response from the applicant in a timely manner
- If there were questions that were being asked by several members of the public, then the "Frequently Asked Questions" section of the webpage would be updated to provide a response to a broader audience



## Broader Public Meeting(s)

### Description & Purpose

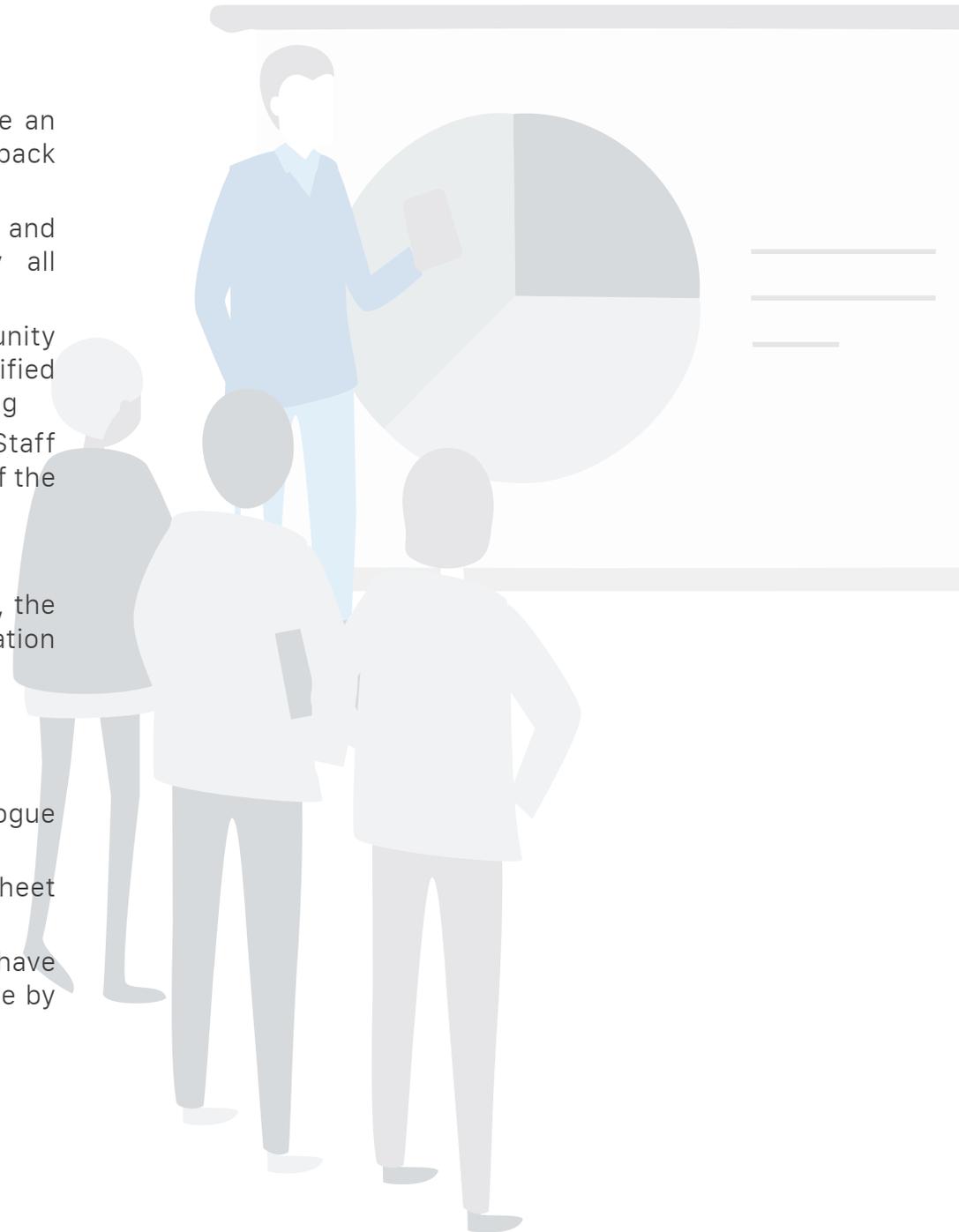
- The purpose of the broader public meeting is to provide an opportunity for any interested persons to provide feedback and ask questions about the proposal
- The applicant team would explore various mediums and innovative processes to encourage participation by all segments of the population
- This may include, or be in addition to, the community consultation meeting organized by City Staff. All identified stakeholders and residents would be invited to the meeting
- The applicant team would proactively consult with City Staff on how to best support the organization and facilitation of the City-led community consultation meeting

### Additional Information

- If an additional meeting is hosted by the applicant team, the applicant will endeavour to meet all requests for accommodation

### Documentation & Collection of Feedback

- Members of the applicant team would take detailed notes
- If the meeting is led by the applicant:
  - a member of applicant team would collect and catalogue feedback forms provided at the meeting
  - a member of applicant team would have a sign-in sheet available
  - If there are attendees who require accommodation that have not self-identified in advance, every effort will be made by the applicant team to provide accommodation



# Targeted Engagement

## Targeted Stakeholder Meetings

### Description & Purpose

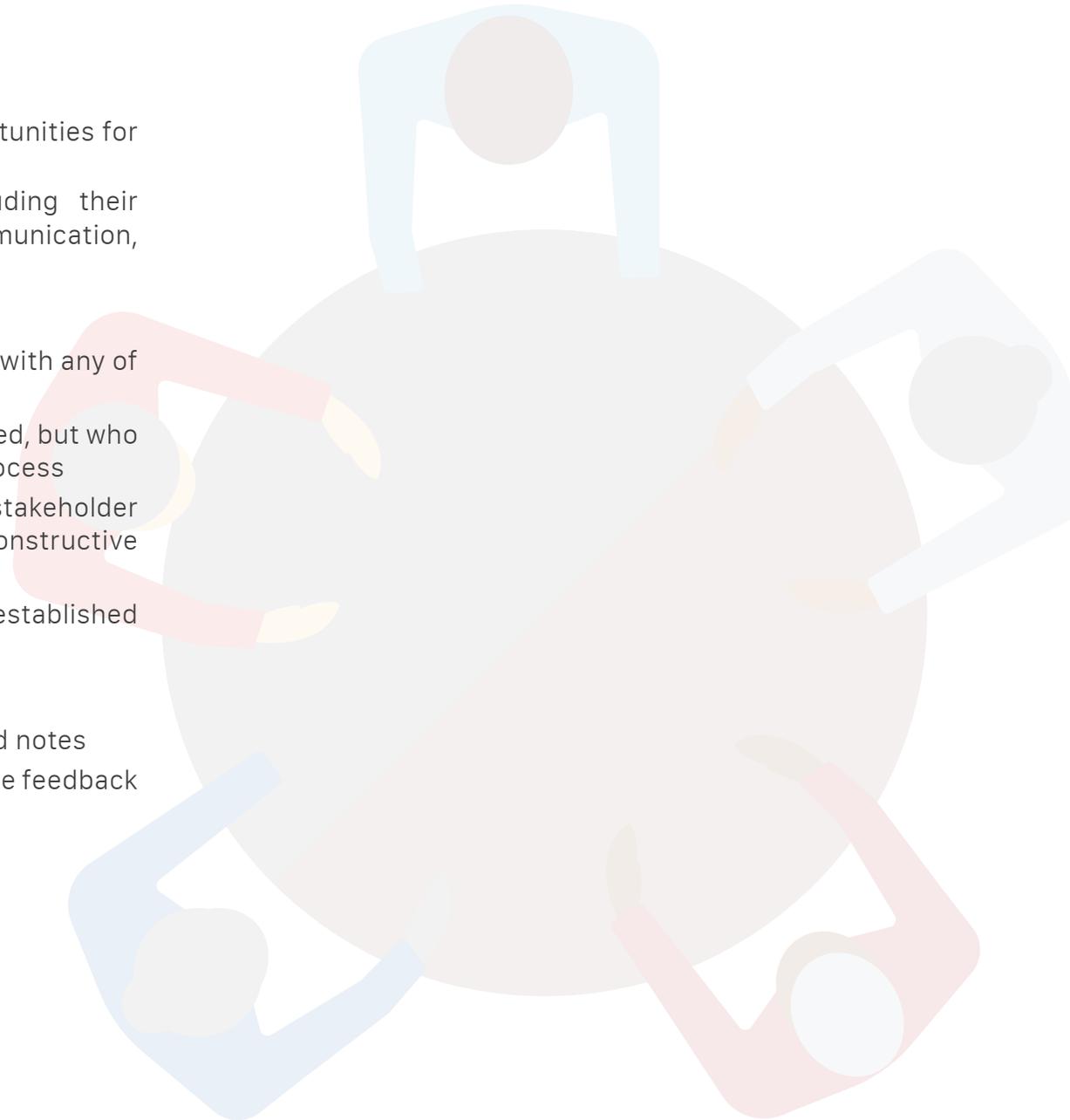
- Allow for more tailored conversations, better opportunities for feedback, and discussion of specific issues
- Collaborate with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback

### Additional Information

- These stakeholder meetings may include meetings with any of the groups listed in Section 6.2 (such as the HSRO)
- This may also include meetings with groups not listed, but who convey a strong interest in being involved in the process
- The applicant team would work closely with each stakeholder group to establish the most productive and constructive meeting formats for all parties
- The process and criteria for working together will be established at the first meeting

### Documentation & Collection of Feedback

- A member of the applicant team would take detailed notes
- The applicant team would synthesize and analyze the feedback received from meetings



## Additional Engagement Opportunities

The Applicant will explore additional opportunities for engagement as the application progresses through the development process. This will be done in collaboration with the Ward Councillor, City Staff, existing tenants and/or other interested stakeholders.



## City of Toronto Standard Public Consultation Methods

The aforementioned engagement methods would aim to complement and support the following standard public consultation methods employed by the City:

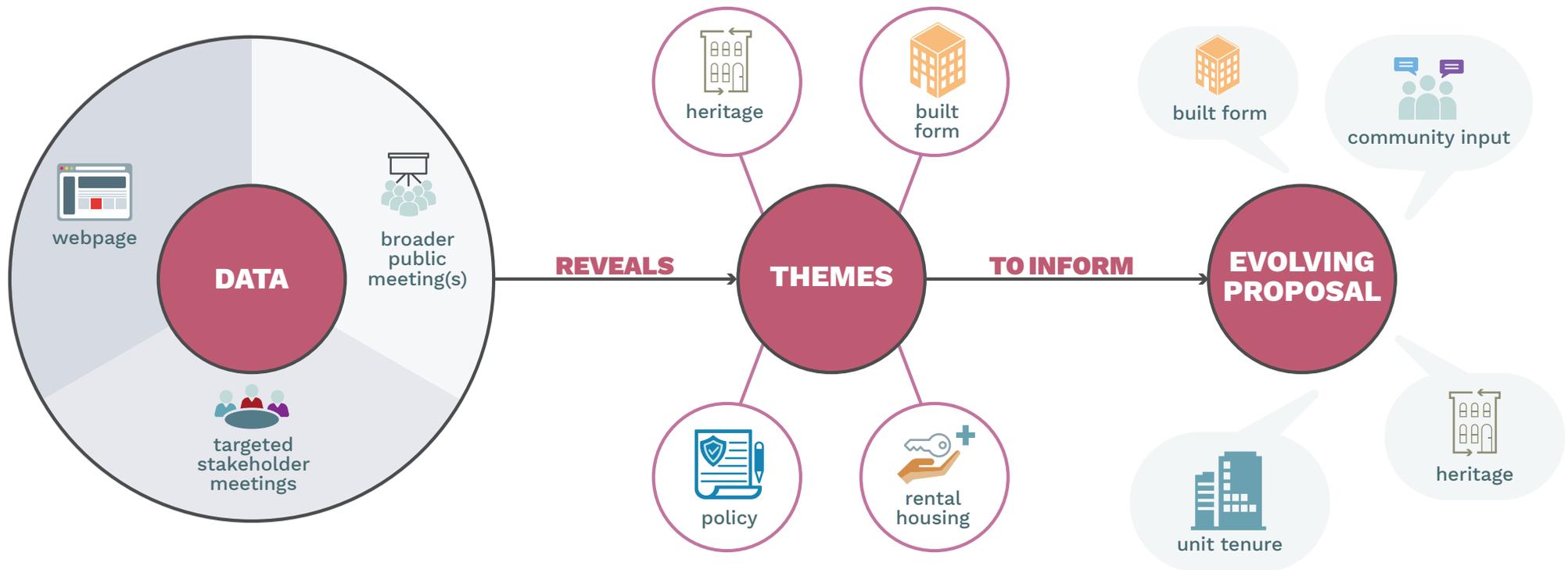
- The community and necessary department/agencies will be notified of the complete development application (once deemed complete by Community Planning) through various methods including the on-site application notice sign, and an update on the City's Development Application Centre;
- Residents and stakeholders will be able to review the submission materials, including drawings and reports, either on-line on the City's Development Application Centre, or in-person at Toronto City Hall;
- Residents and stakeholders can direct comments and questions about the application to the assigned City Planner on the file throughout the review process;
- Date to be determined – Tenant Consultation Meeting organized by City Planning Staff in consultation with the Ward Councillor;
- Date to be determined – Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor, applicant will work to support the City for this meeting;
- Date to be determined – Statutory Public Meeting at Toronto and East York Council

# 10.0 HOW WILL WE SHARE FEEDBACK?

## 10.1 Methodology for Evaluating Feedback

All forms of **data** including notes, feedback forms, photographs, general comments and any other documentation stemming from the broader public meeting(s), stakeholder meetings, any City-led consultations, as well as any comments or feedback recorded on the webpage will be synthesized and analyzed to **reveal** recurring **themes and patterns**. Those themes and patterns will **inform**

**the proposal throughout** the development process. The below figure describes visually this feedback evaluation process. This graphic is an example of potential themes that could or have emerged during the community consultation process and is meant to evolve with the project overtime.



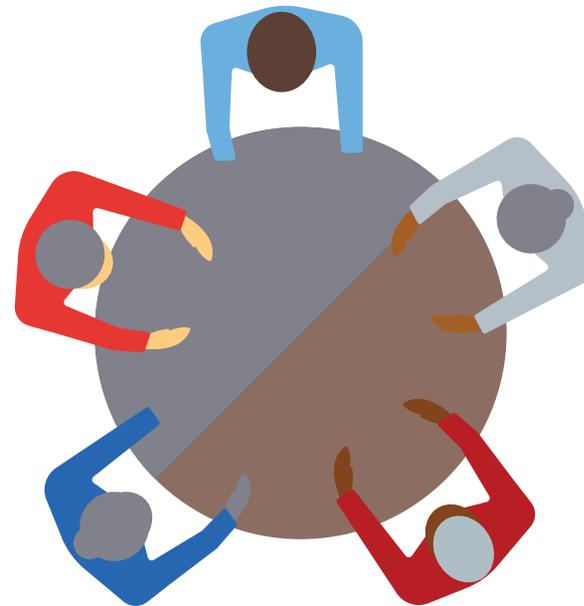
## 10.2 Report-Back Tools

After feedback has been catalogued and analyzed, the following tools could be used to report back to the public and various stakeholder groups:



### Webpage

Materials will be posted with up-to-date submission materials provided to the City, community engagement materials, and City reports

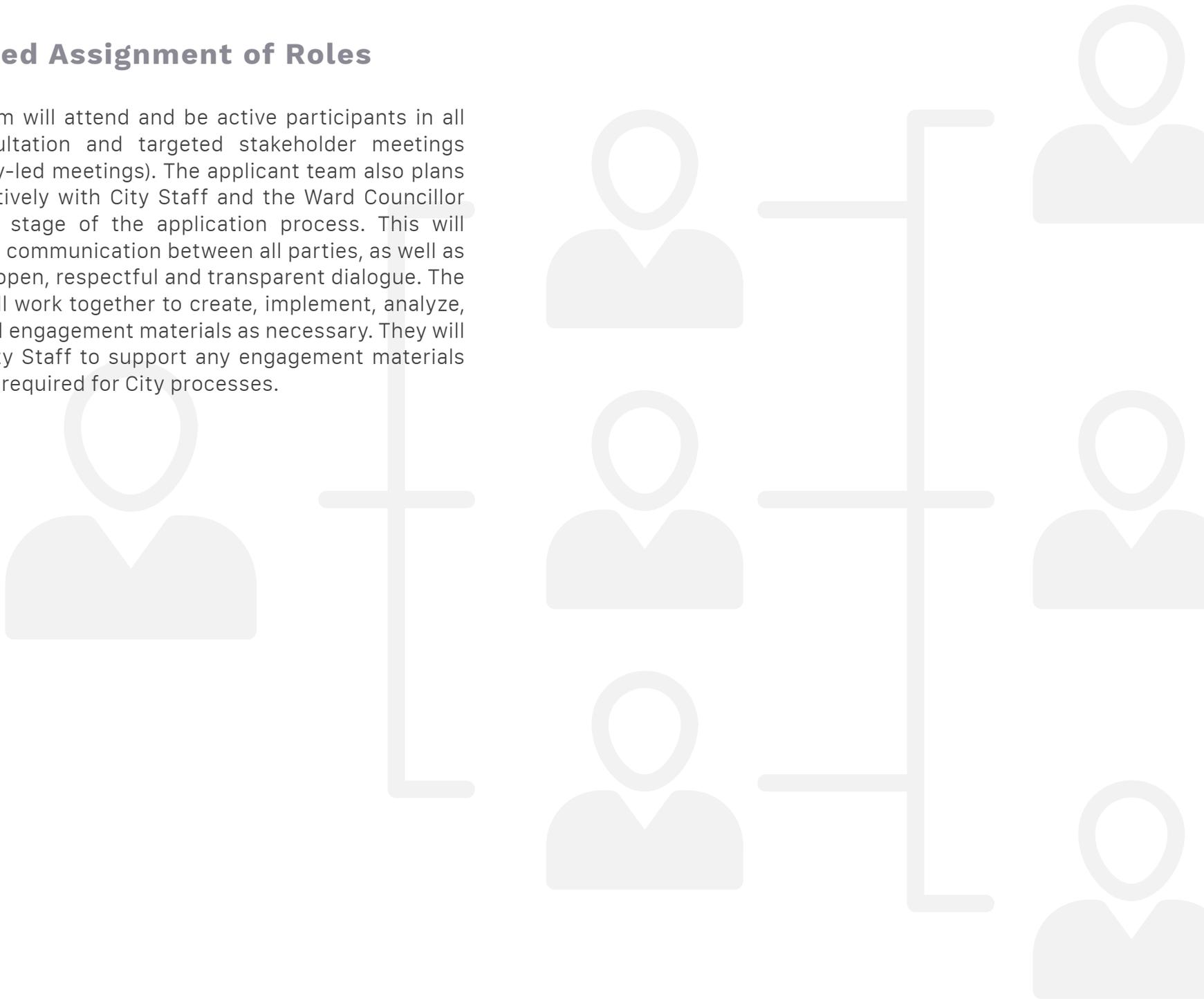


### In-person Meeting Updates

At the beginning of each potential public or stakeholder group meeting, a member of the applicant team will provide and update on what feedback was received, the manner in which it was considered, and if applicable, how it was incorporated into the development or what associated performance standard was met in the revised version of the proposal

### 10.3 Proposed Assignment of Roles

The applicant team will attend and be active participants in all community consultation and targeted stakeholder meetings (including any City-led meetings). The applicant team also plans to work collaboratively with City Staff and the Ward Councillor throughout every stage of the application process. This will require consistent communication between all parties, as well as a commitment to open, respectful and transparent dialogue. The applicant team will work together to create, implement, analyze, and report back all engagement materials as necessary. They will also work with City Staff to support any engagement materials and/or assistance required for City processes.



## **11.0 CONCLUSION**

The applicant team is pleased to discuss the proposed Public Consultation Strategy Report with City Staff, and if appropriate, make adjustments to the plan based on staff's feedback. The proposed engagement tools have been developed to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that will align with the interests of community members and key stakeholders.

# APPENDIX A

## Demographic Profile of the University neighbourhood in comparison to the City of Toronto

Data reported in **Table 1** summarizing demographic information about the University neighbourhood are derived from 2016 Neighbourhood Profiles, prepared by Social Policy, Analysis & Research Social Development, Finance & Administration at the City of Toronto and TOcore Neighbourhood Profiles (with data provided by Statistics Canada Census of Population, 2016).

Socio-Economic Indicator	University	City of Toronto
<b>Age</b>	0 to 19 years (Children): 10% 20 to 24 years (Youth): 18% 25 to 34 years (Working Age): 25% 35 to 64 years (Pre-Retirement): 32% 65+ years (Seniors): 16%	0 to 19 years (Children): 21% 20 to 24 years (Youth): 7% 25 to 34 years (Working Age): 16% 35 to 64 years (Pre-Retirement): 42% 65+ years (Seniors): 14%
<b>Sex</b>	Female: 50% Male: 50%	Female: 52% Male: 48%
<b>Educational Attainment</b>	No Certificate, diploma or degree: 4% High School: 12% Apprenticeship or Trades: 2% College, CEGEP, other: 11% University Certificate or diploma below bachelor level: 2% Bachelor's degree: 36% University above bachelor level: 32%	No Certificate, diploma or degree: 10% High School: 20% Apprenticeship or Trades: 4% College, CEGEP, other: 18% University Certificate or diploma below bachelor level: 3% Bachelor's degree: 28% University above bachelor level: 16%
<b>Median Household Income</b>	\$57,847	\$65,829

## Demographic Profile of the University neighbourhood in comparison to the City of Toronto

Socio-Economic Indicator	University	City of Toronto
<b>Home Language</b>	English: 83% Non-Official: 16% French: 1%	English: 71% Non-Official: 29% French: <1%
<b>Household Size</b>	1 person: 42% 2 people: 34% 3 people: 13% 4 people: 7% 5+ people: 3%	1 person: 32% 2 people: 30% 3 people: 16% 4 people: 13% 5+ people: 9%
<b>Housing Structure Type</b>	Single-Detached House: 3% Semi-Detached House: 7% Row House: 8% Duplex: 5% Apartment, < 5 storeys: 42% Apartment, 5+ storeys: 34%	Single-Detached House: 24% Semi-Detached House: 6% Row House: 6% Duplex: 4% Apartment, < 5 storeys: 15% Apartment, 5+ storeys: 44%
<b>Housing Tenure</b>	Rent: 62% Own: 37%	Rent: 47% Own: 53%

