

Public Consultation Strategy Report

**5500 Dundas
Street West**
City of Toronto

Prepared For
FCHT Holdings
(Ontario) Coporation

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Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Zoning By-law Amendment application by FCHT Holdings (Ontario) Corporation ('the applicant') for 5500 Dundas Street West ('the site') in Toronto's Islington neighbourhood.

The site is located on the north side of Dundas Street West, situated mid-block between Billingham Road to the west and Paulart Drive to the east. The site is approximately 800 metres southwest of the Kipling Transit Hub, which includes the Kipling Subway Station on TTC Line 2 (Bloor-Danforth), the GO Rail Kipling Station, and the Kipling Bus Terminal.

It is currently developed with a 1-storey commercial building and surface parking. The existing building has a footprint of approximately 2,151 square metres and is occupied by an automotive centre. Vehicular access to the site is provided from three driveways, one from each street frontage.

The proposed mixed-use development includes two 14 and 16-storey mixed-use buildings with 560 residential units in a mix of unit types and 997 square metres of retail space. The proposal will facilitate streetscape improvements along Danforth Avenue, and includes a privately owned, publicly accessible open space (POPS) in the western portion of the site. A 'public mews' is located between the two buildings, providing access to at-grade residential uses and pick-up drop-off area off the laneway.

Targeted Goals & Desired Outcomes



GOAL

Inform the community about the proposal through a range of tools (including a project website and email), and provide sufficient opportunity to learn, ask questions and provide feedback



OUTCOME

The community received timely information about the proposal and application process, had convenient ways to ask questions and provide feedback through a project website and email, and were confident in their understanding of the application process



GOAL

Engage the community proactively, to learn about the perspectives from different interest groups and gather questions, comments, and feedback



OUTCOME

The community felt actively engaged, and there were different ways to get involved at key milestones of the consultation process



GOAL

Demonstrate how the consultation process integrated with the project proposal by providing a record of what transpired, and explain how it was incorporated into the project process



OUTCOME

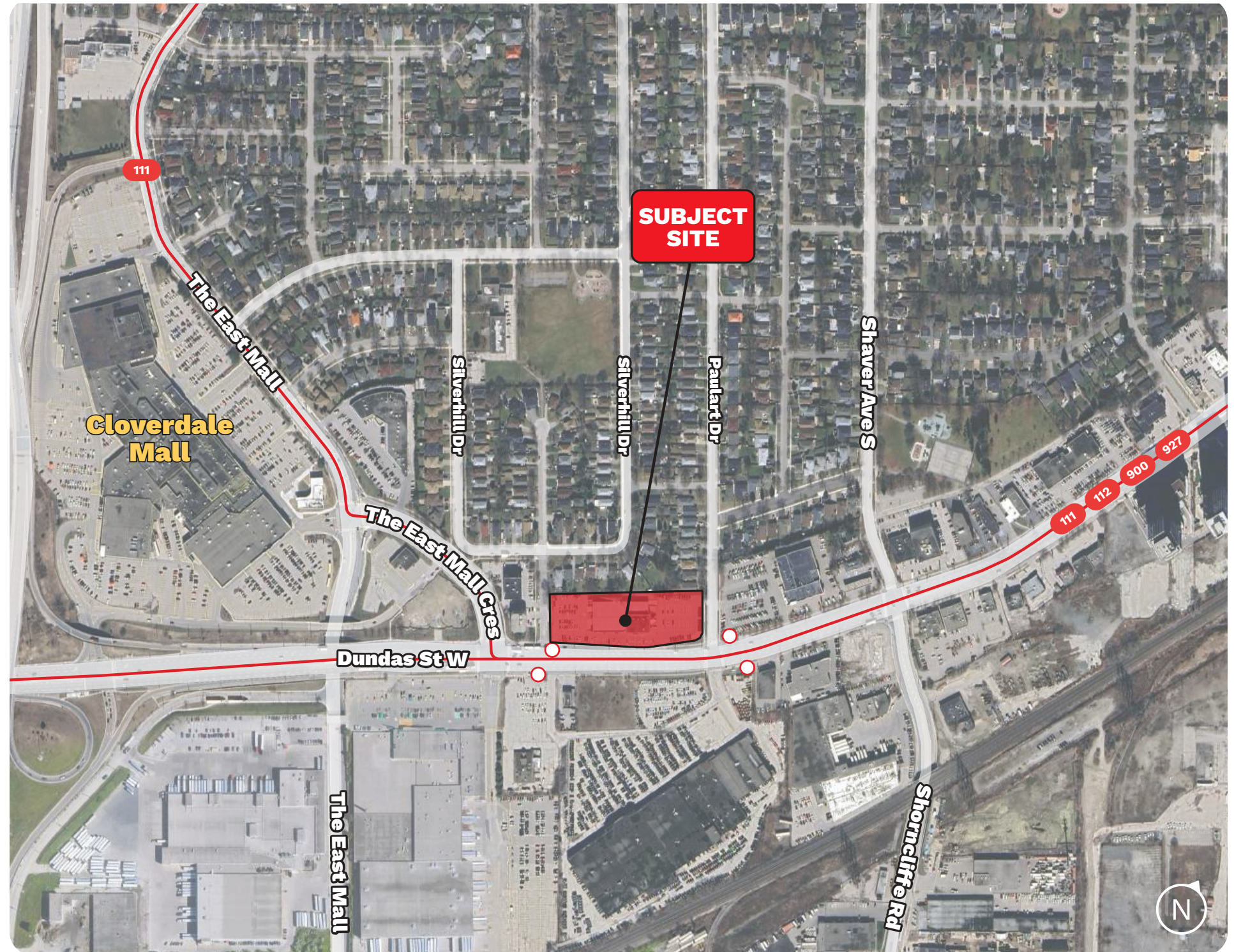
Feedback was collected, reviewed, and organized for analysis, and the community/interested parties understood how their feedback may be incorporated in the future

Site & Surroundings

- The site is located on the north side of Dundas Street West, between Paulart Drive to the east and Billingham Road to the west
- It is currently occupied by an automotive centre with surface parking to the east and west of the building
- The surrounding area is generally comprised of low-rise residential to the north and big-box retail/industrial uses to the south
- It is located within a 9-minute walk of Cloverdale Mall, the site of a future master-planned redevelopment
- There are several other nearby sites by Dundas Street West and Shorncliffe Road that have active applications or approvals for new mixed-use development

Legend

- TTC Route
- TTC Bus Stop



Public Amenities

Transit

The site is a 17-minute walk or a 7-minute bus ride via several TTC bus routes to Kipling **TTC** and **GO** Station, including:

- 111 East Mall
- 112 West Mall
- 900 Airport Express (also provides access to Toronto Pearson Airport)
- 927 Highway 27 Express (also provides access to Humber College)

Parks & Recreation

- 1 Silverhill Park
- 2 Cloverdale Park
- 3 Glenfield Park

Schools

- 1 Etobicoke Alternative Secondary School
- 2 St. Elizabeth Catholic School
- 3 Bloorlea Middle School

Retail

- 1 Food Basics
- 2 Metro
- 3 Cloverdale Mall

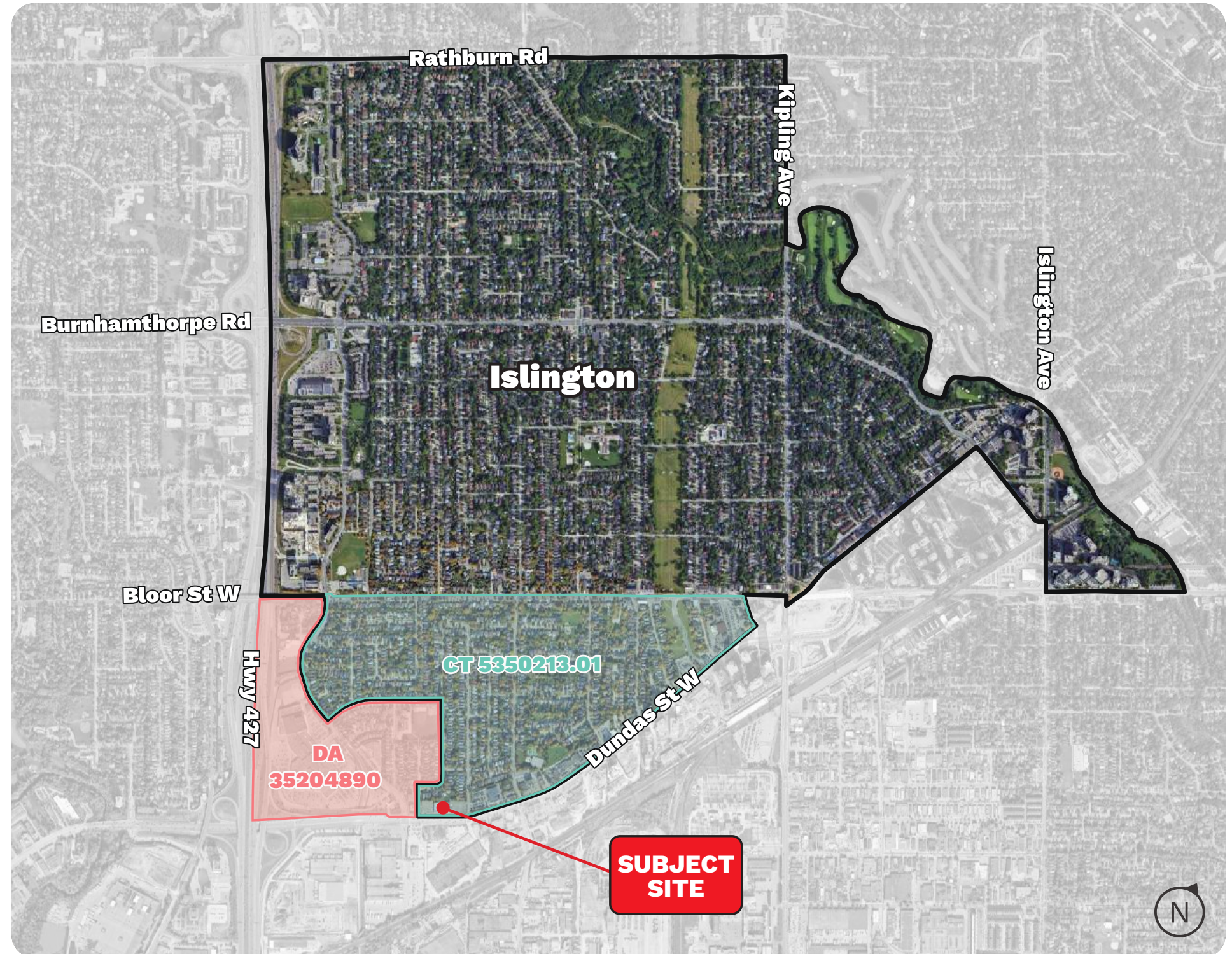
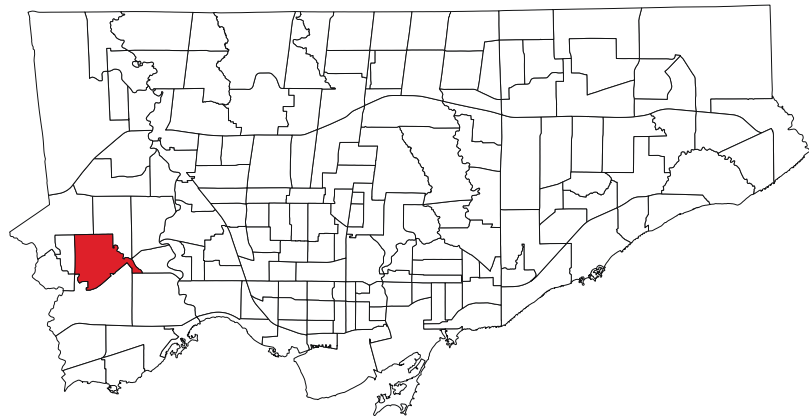


The Neighbourhood

The site is in the **Islington** neighbourhood, according to the City of Toronto Neighbourhood Profiles.

The site is also located within **Census Tract 5350213.01** and is adjacent to **Dissemination Area 35204890**, which provide a more localized source of demographic data.


Key Map




Proposal Highlights




14 & 16-storey
Mixed Use Buildings




Residential Use
560 Residential Units




Retail Space
997 m² of Retail Space




Amenity Space
2,404 m² of Amenity Space




430 Bicycle
Parking Spaces



305 Vehicular
Parking Spaces



POPS Space
313 m²



Pedestrian Mews



Key Messages

Key messages have been developed to communicate and share information about the proposed development with the public in a simple and straightforward way. As we move through the development review process, these messages will be updated to reflect current information and adapted based on the engagement tool used.



Pedestrian-Oriented Retail



Enhanced Public Realm



Expanding Housing Options



Building Design



Timing & Construction



Pedestrian-Oriented Retail

- "The new development will include ground-floor commercial uses that will support a pedestrian-friendly environment and will urbanize this portion of Dundas Street West to create a more enjoyable public realm."
- "997 square metres of commercial space will be provided on the ground floor of the new development. The commercial space will be designed to integrate with the surrounding neighbourhood and provide shopping opportunities for the community for daily needs."
- "New residents will be in walking distance of several amenities including a Food Basics which is less than a 5-minute walk away, and Cloverdale Mall which is a 9-minute walk away."



Enhanced Public Realm

- "A new publicly accessible open space (POPS), pedestrian mews, widened sidewalks, new street trees and soft landscaping will enhance the pedestrian experience for both residents and visitors."
- "The POPS space will be located on the western corner of the site, at Dundas Street West and Billingham Road. The design and programming will be determined during the Site Plan process."
- "A pedestrian mews is proposed between the two buildings creating a visual gateway; it will include programmed open space and provide residents and visitors with access to the pick-up drop-off area."
- "The site is currently served by three vehicular access points, one of which is located on Dundas Street West. By creating a laneway that connects Paulart Drive and Billingham Road, the proposal provides for a continuous sidewalk along Dundas Street West that will improve pedestrian movement."
- "The laneway will improve site circulation as the central vehicle and parking access, and a lay-by for vehicle pick-up and drop-off adjacent to the pedestrian mews will reduce congestion and pedestrian safety concerns on Dundas Street West."



Expanding Housing Options

- “The vast majority of existing housing options in the area today are single-detached homes. The redevelopment aims to serve a wider demographic by introducing new residential units in a range of types and sizes.”
- “The new homes will include 40% 2 and 3-bedroom units, providing more diverse housing options for families in the area.”
- “The site is highly transit accessible with two TTC bus stops located at the intersection of Paulart Drive and Dundas Street West. The Kipling Transit Hub is a convenient 7-minute bus ride or 15-minute walk from the site, and Express bus service provides efficient access to other locations such as Humber College and the Toronto Pearson Airport.”



Building Design

- “New trees and other landscaping along the laneway will create privacy and a visual barrier between the new development and adjacent houses.”
- “At-grade townhouse units will front the pedestrian mews, laneway and side streets, further activating the space and improving safety, while also providing a visual transition to the low-rise neighbourhood to the north.”
- “The buildings are thoughtfully designed with setbacks above the fourth floors to transition down towards the low-rise neighbourhood to the north and will provide a minimum 25-metre separation to the rear lots of the adjacent houses.”



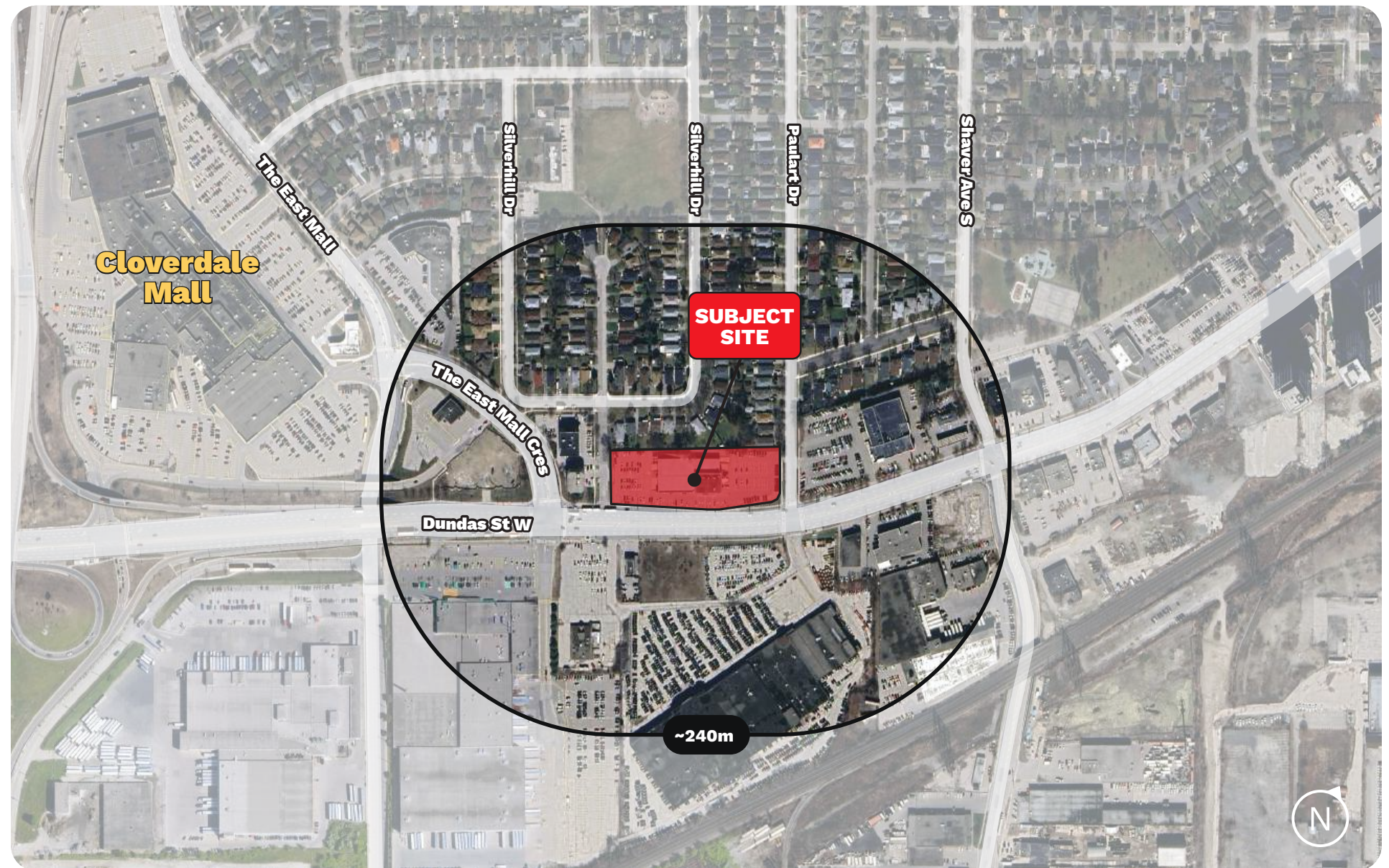
Timing & Construction

- "First Capital is the long-term owner and operator of its commercial properties and are committed to creating vibrant spaces for retail and services to thrive now and in the future."
- "The automotive centre holds a long-term lease on the site, and it will be many years before redevelopment can occur. A planning application is being submitted now to be prudent about the long-term future of the site."
- "The future development is envisioned to be completed in two phases, which would reduce the area of active construction and allow more of the construction staging to occur within the site. A Construction Management Plan will be submitted to the City of Toronto as part of the Site Plan Application process."

Scope of Consultation

The Neighbourhood

On a local level, we recommend including community members that are approximately **240 metres** around the site due to their proximity of the site and interest that may be expressed in being consulted. This radius encompasses the 120-metre minimum notification area for community consultation, as outlined in the *Planning Act*.



Demographic Profile

- Census Tract 5350213.01
- Dissemination Area 35204890
- City of Toronto

The Neighbourhood

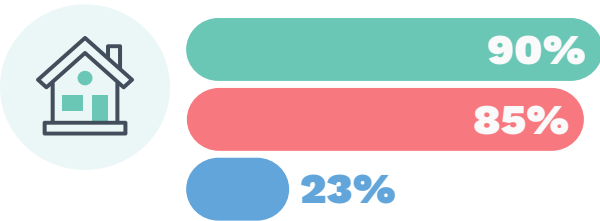
As part of the consultation process, the applicant and project team considered the demographics and population of the local area surrounding the site by referring to Statistics Canada data. Overall, this demographic snapshot reveals key highlights of **Census Tract 5350213.01 (Islington South)**, where the site is located, in comparison with **Dissemination Area 35204890 (Etobicoke City Centre North)**, the area northwest of the site, and the **City of Toronto**. A complete demographic profile can be accessed in **Appendix A**.

Household Income



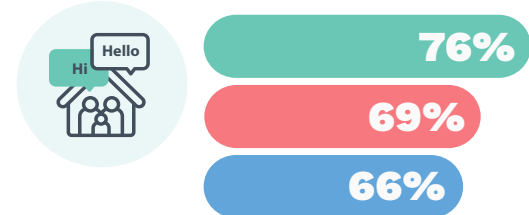
Households in both Islington South and Etobicoke City Centre North earn \$114,000 a year on average, significantly higher than the average of \$84,000 across the City.

Housing Structure



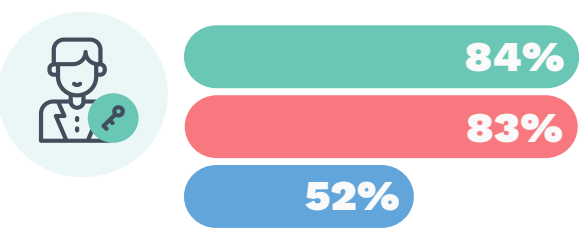
Both Islington South and Etobicoke City Centre North are primarily made up of single-detached homes (90% and 85%, respectively), which is significantly higher than the City average (23%).

Home Language



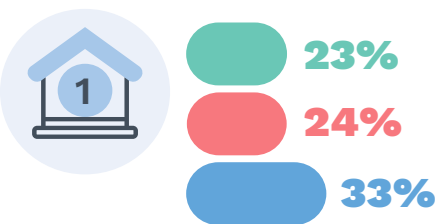
Households in Islington South predominately speak English (76%), while Etobicoke City Centre North households and the City average have fewer English-speaking households (69% and 66%, respectively). The next most spoken languages in both neighbourhoods include Ukrainian, Tibetan and Serbian.

Housing Tenure



A significant number of households in both Islington South (84%) and Etobicoke City Centre North (83%) are homeowners compared to the City average (52%).

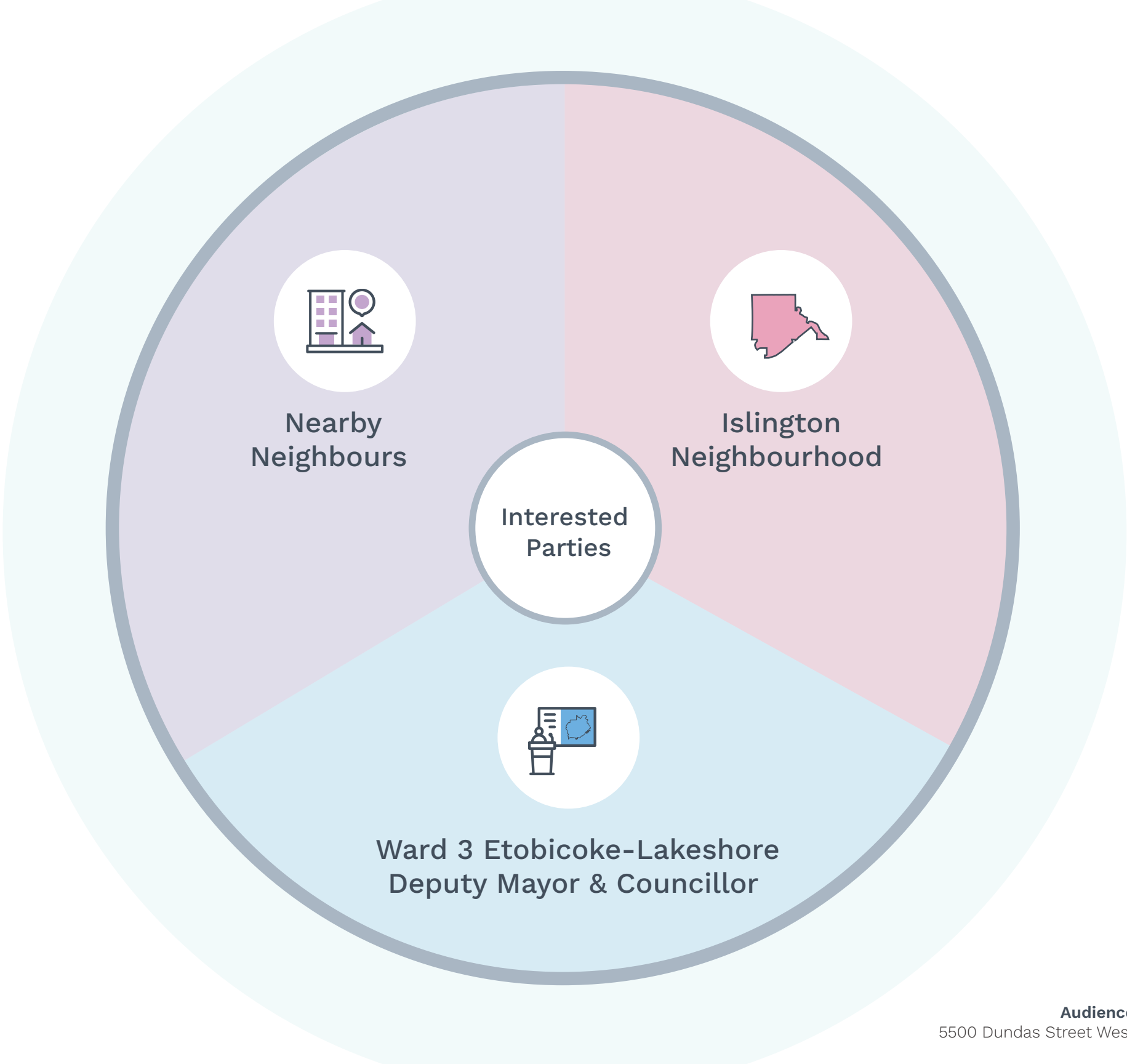
Household Size



There are fewer 1-person households in Islington South (23%) and Etobicoke City Centre North (24%) compared to the City average (33%).

Interested Parties

The project team has identified parties that may take an interest in the proposal and wish to contribute throughout the process.



**Please note: this list may be adjusted to include other individuals and groups who express interest in the proposed development during the public consultation period*

List of Matters to be Addressed

The following list outlines some of the topics that may be brought forward for discussion and consultation related to the proposal. This list may evolve throughout the consultation process.



Site Plan
Design & built form



Retail
Mix of new retail spaces



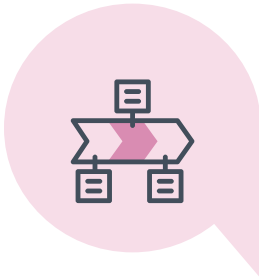
Parking
Vehicular & bicycle parking



Site Circulation
Continuous sidewalk along Dundas Street West & laneway access between Billingham Road & Paulart Drive



Public Realm
Streetscape improvements, including POPS space & public mews



Construction
Phasing and project timeline



Housing
Unit types & tenure





Transit
Proximity to surface transit routes & the Kipling Transit Hub

Communication & Consultation Strategy





Tools Methods & Techniques

The applicant and project team will implement a series of engagement methods to both inform and engage surrounding community members. Some of these methods will be ongoing and may be adjusted based on initial feedback. These applicant-led engagement methods will be in addition to the standard public consultation methods employed by the City.

Applicant's Public Consultation Methods

-  Project Website & Email
-  Communication with Neighbours

City of Toronto Public Consultation Methods

-  Community Consultation Meeting
-  Application Notice Sign
-  Development Application Information Centre (AIC)
-  Statutory Public Meeting

Applicant's Public Consultation Methods



Project Website & Email

- A project website was created to provide details about the application, and will act as the central hub for updates and messages about the project
- A project email has been created to provide a direct line of communication for community members that may have questions or feedback about the proposal
- Provides an additional opportunity for feedback and questions, and the potential to reach a broader range of voices



www.5500dundaswest.ca



info@5500dundaswest.ca



Communication with Neighbours

- Surrounding neighbours will be informed of the application via letter to share information about the proposal and offer the opportunity to meet as requested
- Future communications may be used to provide interested neighbours overall information about the proposed development, as well as:
 - Upcoming community consultations and/or other opportunities to provide feedback
 - Any additional project milestones

City of Toronto Public Consultation Methods



Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff on how to best support the organization and facilitation of this meeting
- Members of the project team will attend the meeting to present the proposal, as well as respond to comments and questions from the public



Application Notice Sign

- Once an application is deemed complete, a notice sign will be installed on the property to notify members of the application's submission. It will include:
 - A 3D massing of the building
 - A high-level summary about the proposal
 - A web link and QR code to the City's Application Information Centre (AIC) for application documents and contact details for the assigned City Planner
 - General information phone number for the planning district

City of Toronto Public Consultation Methods



Development Application Information Centre (AIC)

Members of the public will be able to access the application submission materials, including this report and all other reports provided to the City online at the AIC.



Application Notice Sign

Members of the public may attend the Statutory Public Meeting at Etobicoke York Community Council (EYCC) later in the process to provide further commentary to City Staff, the project team, and members of Community Council.

How will we share feedback?



Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from meetings/events with interested parties, various communication methods and Community Consultation Meeting, will be summarized to reveal key discussion topics. The applicant will aim to maintain a consistent feedback loop with interested community members. At minimum, the goal is to provide them with access to clear summaries of any engagement that has transpired over the course of the development application process.





Conclusion

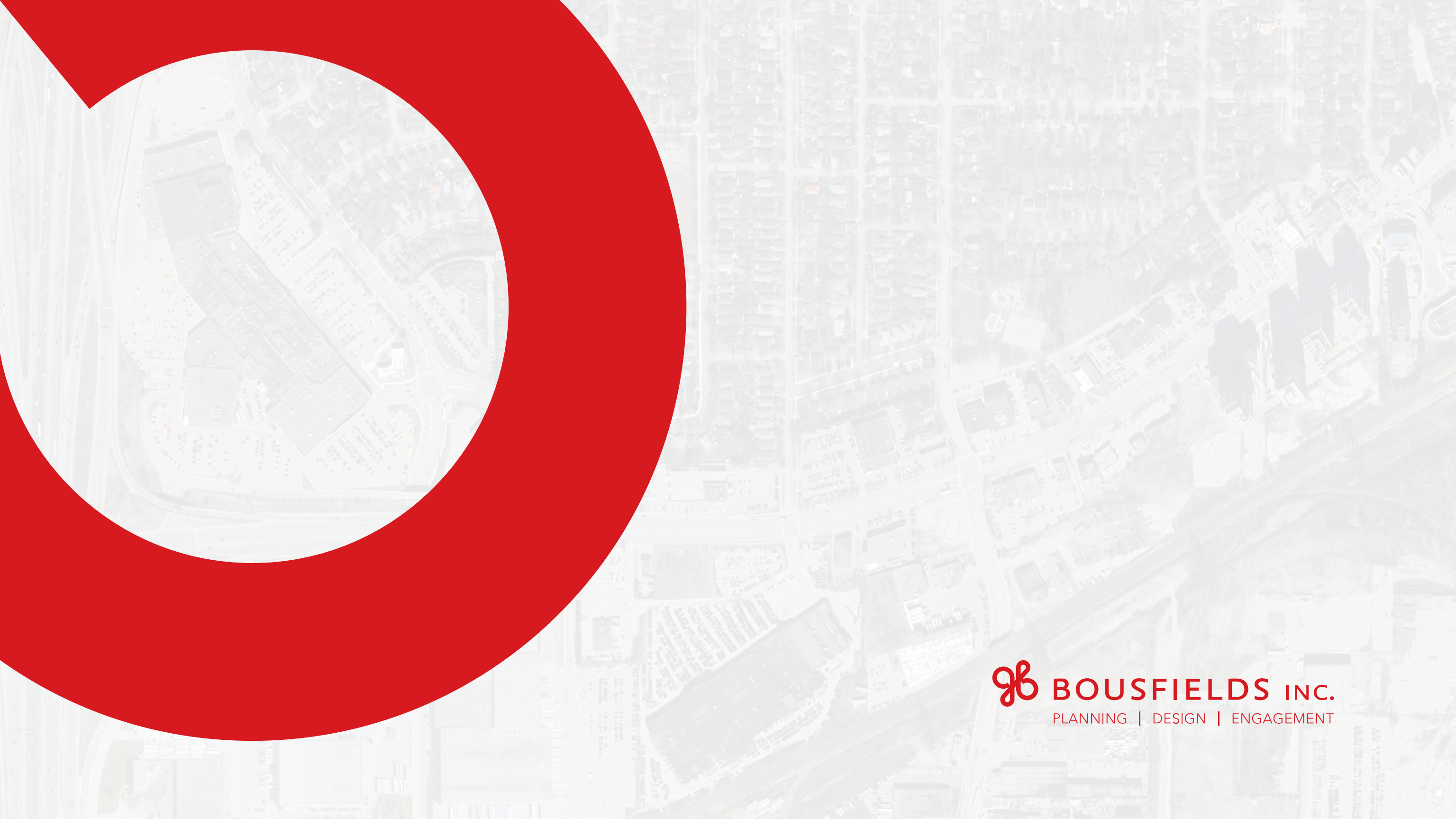
Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy outlined in this report with City Staff, and if appropriate, make adjustments to the plan based on Staff's feedback. The applicant and project team are committed to engaging with the broader community throughout the application review process.

Appendix A: 2021 Demographic Data

CT: CT 5350213.01
DA: DA 35204890
City: City of Toronto

Socio-Economic Indicator	CT	DA	City
Population Change (2016-2021)	-0.3%	N/A	+2.3%
Age			
0 to 14 years (Children)	15%	13%	14%
15 to 24 years (Youth)	11%	9%	11%
25 to 65 years (Working Age)	53%	56%	58%
65 to 85 years (Seniors)	18%	18%	15%
85+ years (Elderly)	3%	4%	2%
Median Household Income	\$114,000	\$114,000	\$84,000
Visible Minority	27%	47%	56%
Home Language			
English	76%	69%	66%
Non-Official	20%	23%	26%
French	<1%	0%	<1%
Multiple	4%	8%	7%
Top non-English Home Languages	Ukrainian & Serbian	Tibetan, Serbian, Ukrainian & Cantonese	Mandarin & Cantonese
Education			
Bachelors' degree or higher	40%	33%	41%

Socio-Economic Indicator	CT	DA	City
Housing Structure Type			
Single-detached House	90%	85%	23%
Semi-detached House	0%	0%	6%
Row House	0%	6%	6%
Duplex	4%	9%	4%
Apartment <5 storeys	1%	0%	14%
Apartment 5+ storeys	5%	0%	47%
Housing Tenure			
Owners	84%	83%	52%
Renters	16%	17%	48%
Main Mode of Commuting			
Car	76%	64%	61%
Public Transit	20%	27%	26%
Walking	0%	9%	8%
Bike	0%	0%	2%
Other	4%	0%	3%
Household Size	27%	47%	56%
1-person	23%	24%	33%
2-person	30%	25%	31%
3-person	17%	20%	15%
4-person	19%	21%	13%
5 or more persons	11%	10%	8%



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