



PUBLIC CONSULTATION STRATEGY REPORT

5800 Yonge Street

January 2020

Prepared for: Times 5800 Inc.

BOUSFIELDS INC.

PLANNING | DESIGN | ENGAGEMENT

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Job Number 1837-1

1.0 INTRODUCTION

This **Public Consultation Strategy Report** (PCSR) has been prepared to outline the consultation process proposed in association with the application for an Official Plan Amendment and a Zoning By-law Amendment by Times 5800 Inc. for **5800 Yonge Street** (the site).

The proposal is to redevelop an existing underutilized 2-storey office building, a former Toronto Hydro office, into a new master-planned community comprised of 4 towers. Ranging in height of 34 to 44 storeys, the proposed development would include office, daycare, retail and residential uses, including condo and purpose-built rental units. A new public park and new public roads are also part of the proposal.

2.0 WHAT ARE THE GOALS AND OUTCOMES?

Overall Consultation Goals and Outcomes

GOAL

Share information and seek input related to the proposal with the public and any interested stakeholders

OUTCOME

The public and interested stakeholder groups feel sufficiently informed and consulted about the proposed development

GOAL

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

OUTCOME

The various consultation methods were simple, straightforward, and useful, allowing a range of people to learn about the project, ask questions, and provide input

GOAL

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

OUTCOME

The feedback received during consultations helped inform the Applicant Team's understanding of the community's sentiments related to the project

GOAL

Communicate with the public in a transparent and open manner about the proposal as well as the consultation process

OUTCOME

The public, interested stakeholder groups, and the applicant are clear on the overall consultation and feedback processes and their outcomes

Project-specific Consultation Goals and Objectives

GOAL

Provide flexibility for alignment with the City's public consultation for the Yonge Street North Planning Study

OUTCOME

The consultation processes for this proposal and the City's Yonge Street North Planning Study were aligned

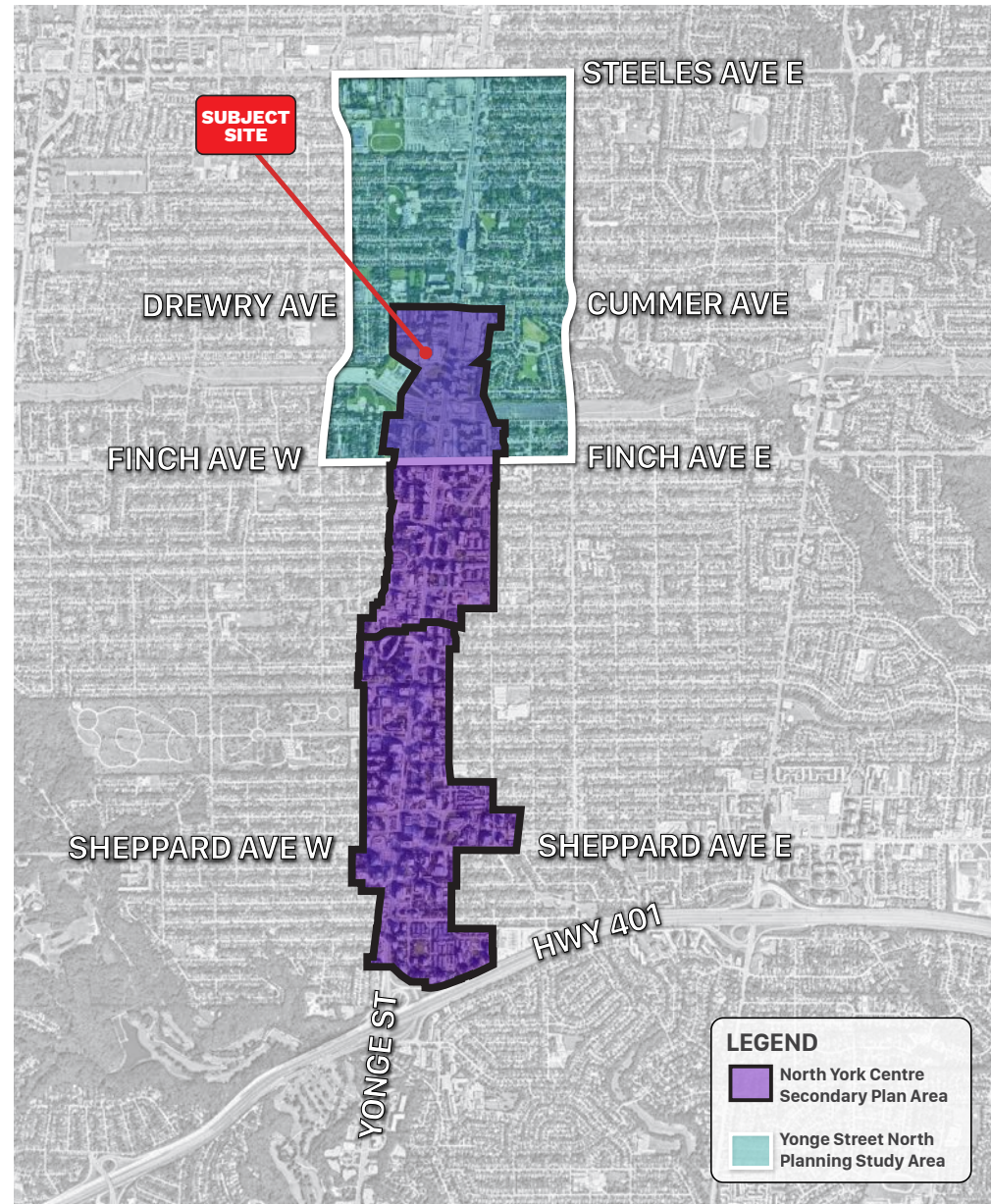
3.0 WHAT IS THE PROJECT?

3.1 Current Site and Context

The site is subject to the North York Centre Secondary Plan (currently in force). At the same time, it is within the study area for the Yonge Street North Planning Study. This is an ongoing study to manage the existing and anticipated development pressures in anticipation of future additional higher-order transit service in the area.

The site is in the **Newtonbrook West** neighbourhood within the City of Toronto. It is on the west side of Yonge Street between Drewry Avenue and Hendon Avenue.

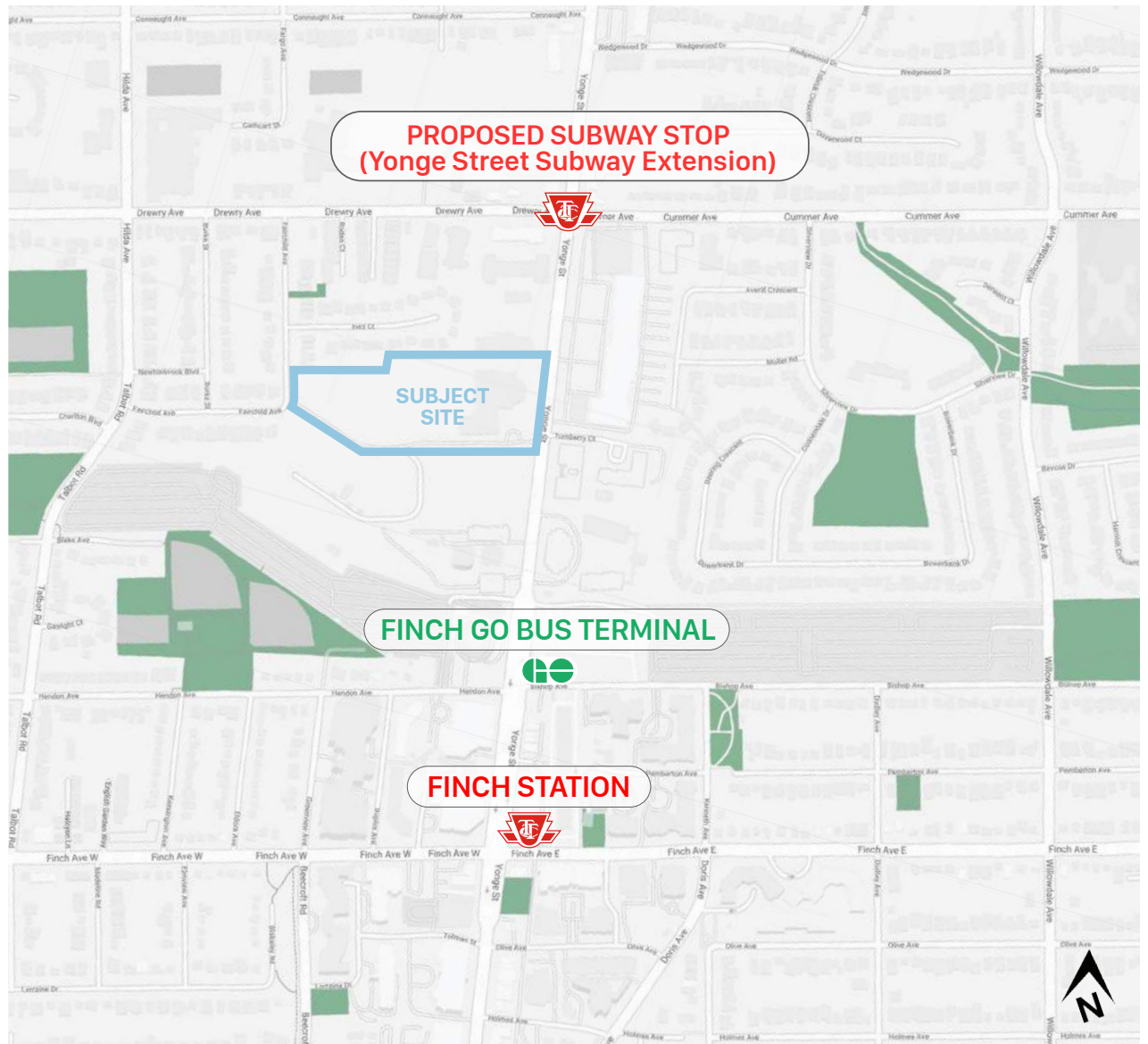
The site is 32,762 m² and is occupied by a 2-storey office building (a former Toronto Hydro Office), a surface parking lot, open green space, and a private driveway connecting Yonge Street to Fairchild Avenue. Presently, the building is leased to the City of Toronto as a temporary refugee centre.



Surrounding Area

Directly **north** of the site are single-storey buildings occupied by car dealerships and a car rental agency (5840 and 5870 Yonge Street), which are approved for a 32-storey mixed-use development and a public park; and townhouse and single-detached dwellings (5 to 28 Inez Court) for which a proposal has been submitted to build two towers of 11 and 29 storeys with a public park (currently before LPAT). To the **south** is a vacant parcel of land, hydroelectric transformers, and a surface parking lot (5760 Yonge Street). To the **east** is the former site of Newtonbrook Plaza, which has since been demolished (5799-5915 Yonge Street). This site is approved for mixed-use development ranging from 28 to 37 storeys, a new local street, and a new public park. Finally, to the **west** is a low-rise residential neighbourhood consisting of primarily 1- and 2-storey single-detached dwellings (Fairchild Avenue).

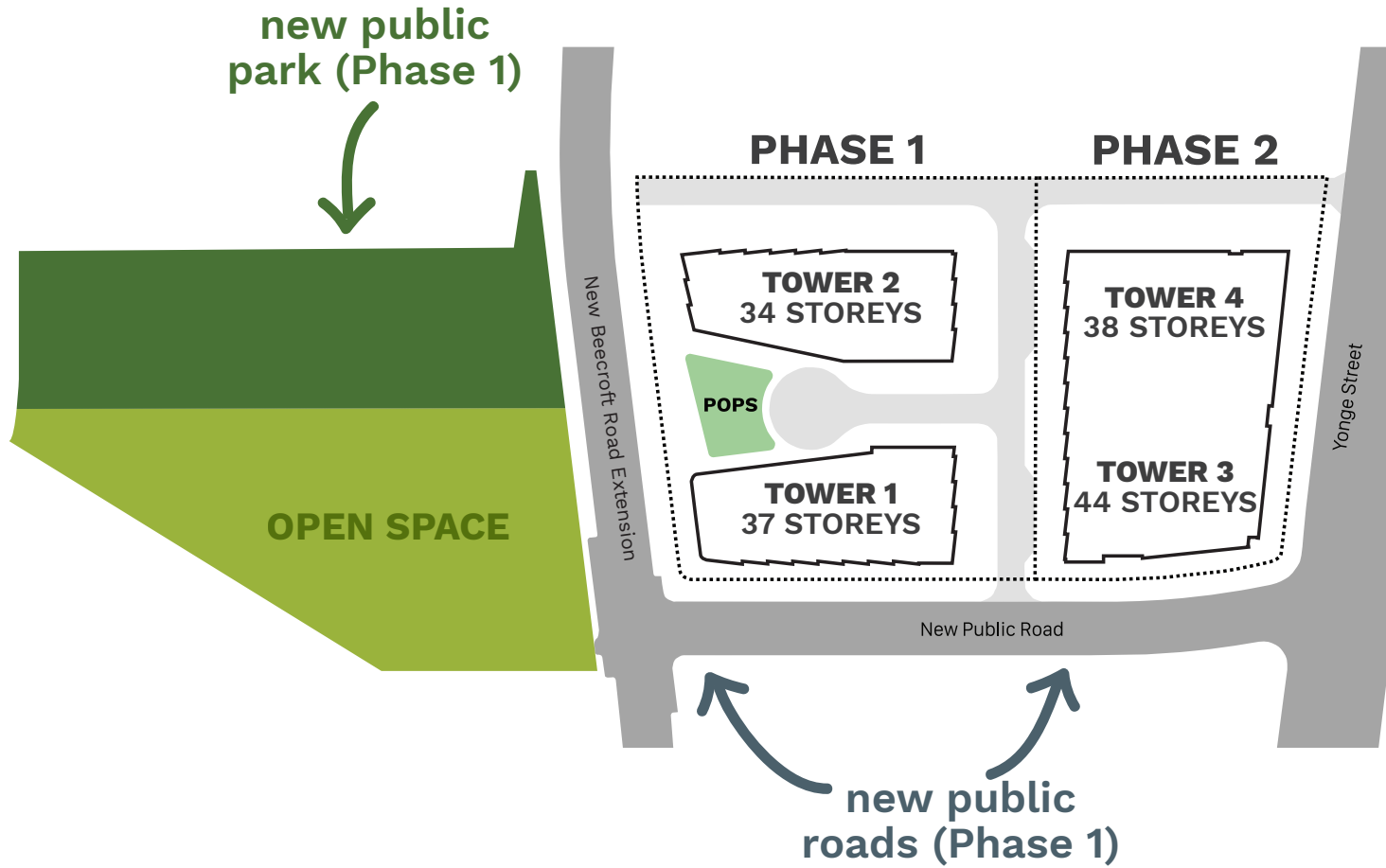
The Finch Subway Station and the Finch GO Bus Terminal are a 5-minute walk south of the site. A proposed new subway stop at Yonge and Cummer Avenue/Drewry Avenue for the Yonge Street Subway Extension would be a 5-minute walk north of the site. The Don Valley Parkway/Highway 404 and Highway 401 are easily accessible from the site.



Subject Site and Surroundings

3.2 Project Highlights

* Graphics are for illustrative purposes only. They are not to scale.



1,496

Condo & Rental Units



~4,602 m²

Office Space



~781 m²

Daycare Space



~1,256 m²

Retail Space



~4,675 m²

Public Park

3.3 Key Messages



Current Site

- As a former Toronto Hydro office, the site was previously a publicly-held asset.
- The existing office building is leased to the City of Toronto as a contingency space for a temporary refugee centre.



Key Project Details

- The proposed master-planned community will replace the 2-storey office building.
- The proposal is for a two-phased mixed-use development that includes 3 separate buildings with 4 towers comprised of office, daycare, retail, and residential uses, including condos and purpose-built rental units.
- Towers 1 and 2 will be located east of the new public park and will be constructed in phase 1, and Towers 3 and 4 will be located along Yonge Street and constructed in phase 2.
- Tower 1 is 37 storeys, inclusive of a 3-storey podium. It will consist of residential and daycare uses.
- Tower 2 is 34 storeys, inclusive of a 3-storey podium. It will consist of residential uses.
- Towers 3 and 4 are 44 and 38 storeys, respectively, and include a 4-storey podium, forming a single building. These buildings will consist of residential, street-level retail and office uses.
- On the west side of the Beecroft Road extension will be a new 4,675m² public park.
- A privately owned public space (POPS) will be provided between Towers 1 and 2 adjacent to the future public park.
- There will be two new public roads and two new publicly accessible private roads, improving the flow of movement within, and to and from the site.



Complete Community

- The Province of Ontario has identified North York Centre as one of the 25 Urban Growth Centres, which means it is targeted for population and employment growth.
- A complete community is fostered by providing a complementary mix of land uses within the site. By providing office, retail, residential, daycare uses, and a new public park, the proposed development intends to introduce a new complete community to the neighbourhood.
- The development would house more people close to public transit, making it convenient to get to various destinations.
- The new public park, pedestrian-friendly roads, and cycling infrastructure would create new opportunities for physical activity, recreation, and healthy lifestyles.



Multi-Modal Transportation

- The site is currently well-served by public transit.
- It is approximately a 5-min walk to the Finch Subway Station and the Finch GO Bus Terminal, which provide bus services by GO Transit and York Region Transit/VIVA.
- The proposed subway stop at Cummer Avenue/Drewry Avenue for the new Yonge Street Subway Extension will be a 5-min walk from the site.
- The new public roads would provide better connectivity for drivers, pedestrians, and cyclists allowing easy travel to and from the site.
- The site's proximity to expressways (Don Valley Parkway/Hwy 404 and Hwy 401) provides greater connectivity within the region.



Daycare Space

- The daycare space's proximity to transit services would make it convenient and accessible for families.
- A new daycare space on site will contribute to the City's vision to create more space for children 0-4 years old.



Enhanced Public Realm

- The new public park will provide a public space for residents, employees and visitors to enjoy.
- The POPS will be an extension of the new park providing additional space for residents, employees and visitors to enjoy.
- By providing access to outdoor amenities such as a public park and POPS, the proposed development would encourage physical activity and foster improved mental health.
- A variety of new streetscaping features such as street furniture, street trees and other plantings and landscaping elements along the public and private roads will increase the site's potential for active public spaces.
- The street-related retail will animate Yonge Street by maximizing pedestrian activities with well-designed spaces.



Local Economic Benefits

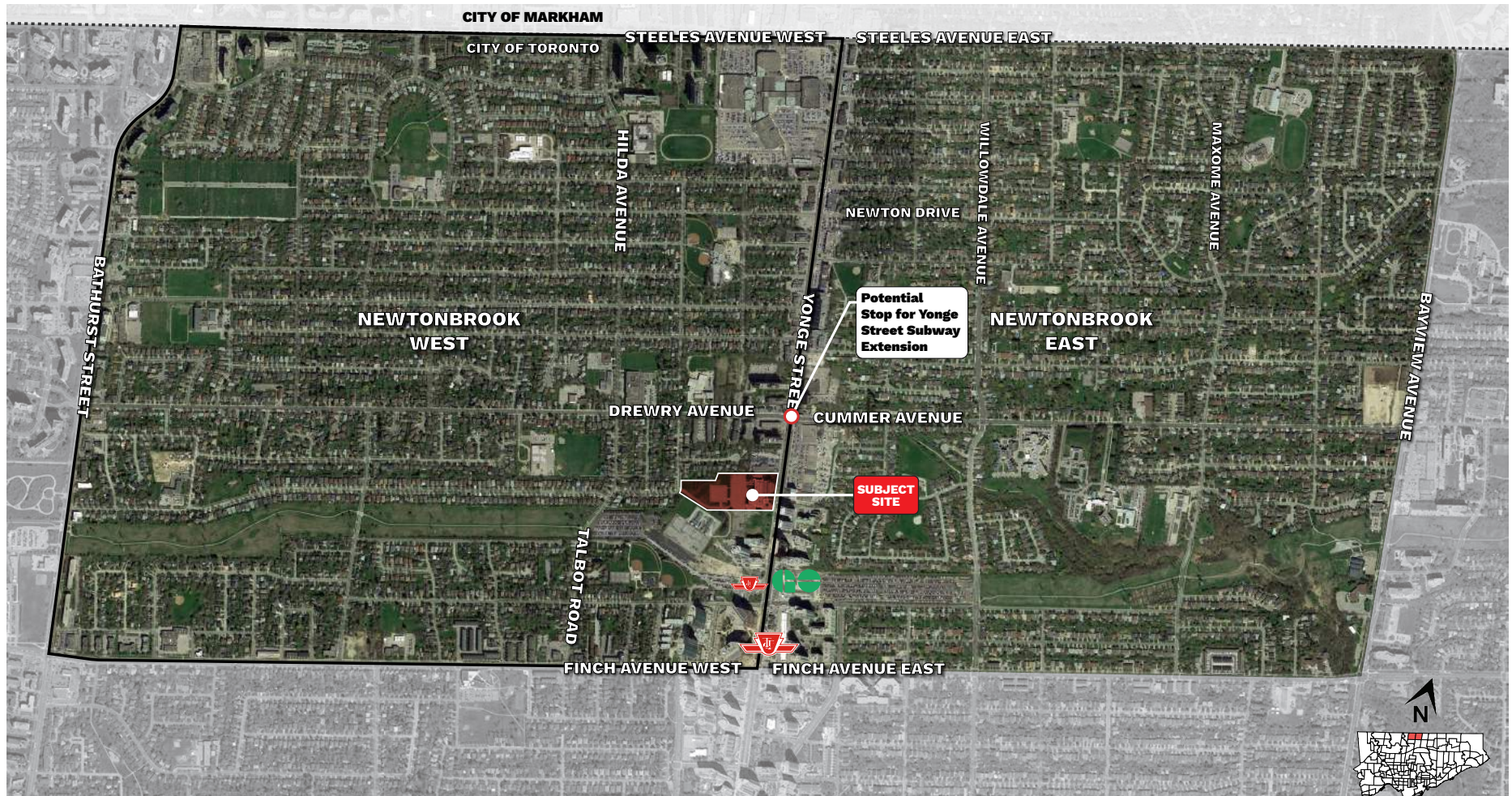
- The retail, office, and daycare uses would introduce about 418 new jobs related to office, retail, and daycare spaces.
- Providing new and modern office space adjacent to higher-order transit would make the site more attractive to companies.
- There will be increased access to jobs close to home for the new and existing residents in the neighbourhood.
- Increased foot traffic resulting from a mix of uses and proximity to transit services would benefit existing and new local businesses in the area.

If there are 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 Team will add them to (and/or adjust) the key messages.

4.0 WHERE ARE WE ENGAGING?

As previously mentioned, the site is within the Newtonbrook West neighbourhood and is adjacent to the Newtonbrook East neighbourhood. Yonge Street is the dividing line between these two neighbourhoods. Highlights of the socio-economic indicators of Newtonbrook West neighbourhood in comparison to the City of Toronto can be found in Section 5.1. A detailed demographic data for the two neighbourhoods and the City of Toronto is provided in Appendix A.

Because direct impacts of this proposed development are likely to be more local than the neighbourhood scale, a proximal area of impact is identified. This includes the properties within a 240-metre radius from the site.



Neighbourhood and Proximal Area of Impact

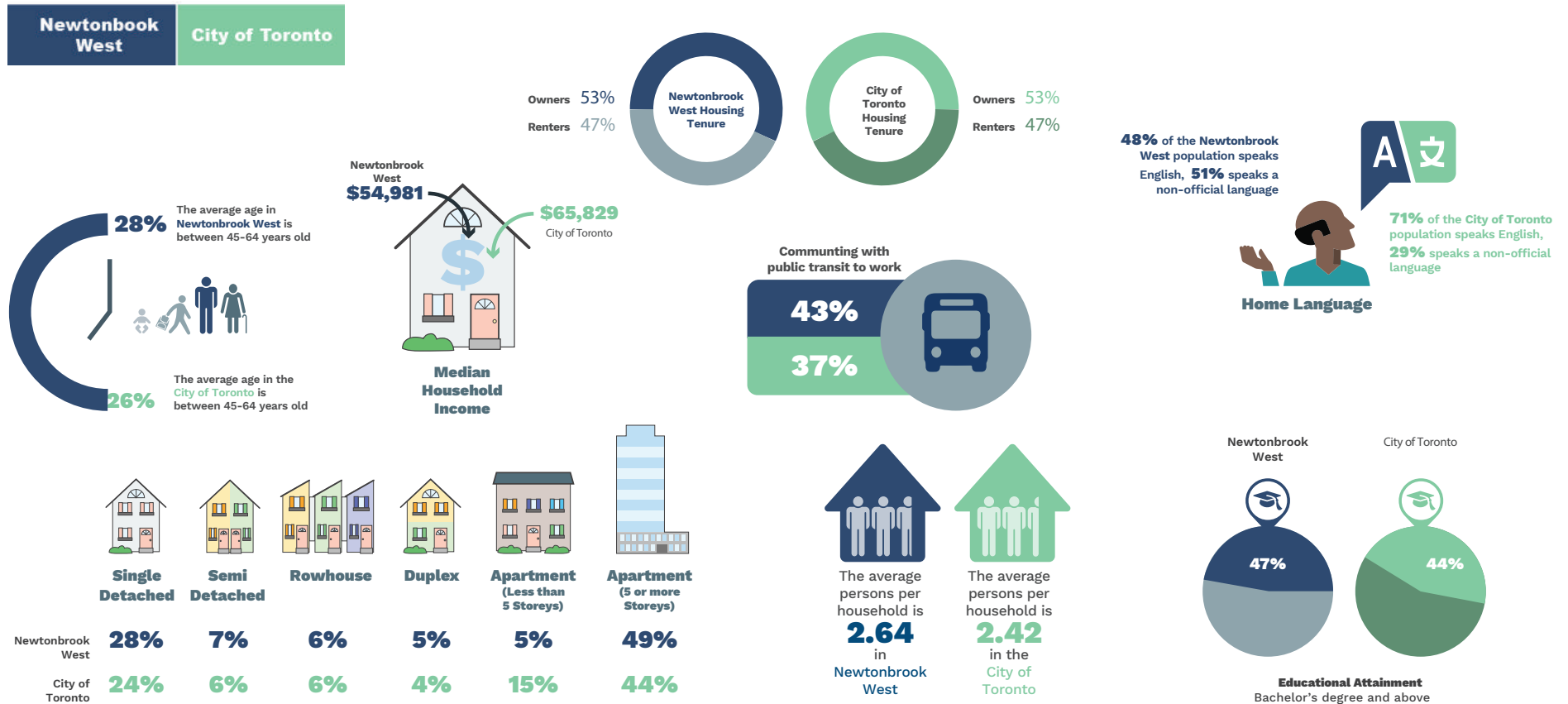


Proximal Area of Impact

5.0 WHO ARE WE ENGAGING?

5.1 Demographic Snapshot

Below we provide highlights of the area neighbourhood's socio-economic indicators in comparison to the City of Toronto. These highlights are based on the demographic data reported in Appendix A.



*Icons/graphics are for illustrative purposes only - they are not to scale

5.2 Target Audience & Stakeholders

The target audience for this proposal include specific key stakeholders and the general public. The Applicant Team believes it is important to develop and maintain strong relationships with key neighbourhood stakeholders. In this respect, we have identified the following stakeholders:

**City Councillor
Ward 18 -
Willowdale**

**Silverview
Community
Association**

**Yonge Corridor
Condominium
Association**

**Residents in
adjacent low-
rise residential
neighbourhoods**

**Edithvale-Yonge
Community
Association**

**Other engaged
and interested
community
members**

6.0 WHAT HAVE WE HEARD?

Below are details of meetings that took place prior to submitting the development application.

Public Meeting (organized by Ward Councillor)

Purpose: To share information about the purchase of the site for future redevelopment

Date: July 18, 2018

Attendees:

- Councillor John Filion's Office (Ward 28 Willowdale)
- City Staff
- Applicant Team
- Approximately 15 community members

Discussion Items:

- Policy framework for the site
- General concept as developed by Toronto Hydro and City staff

Meeting with City Staff

Purpose: To discuss the contemplated redevelopment proposal

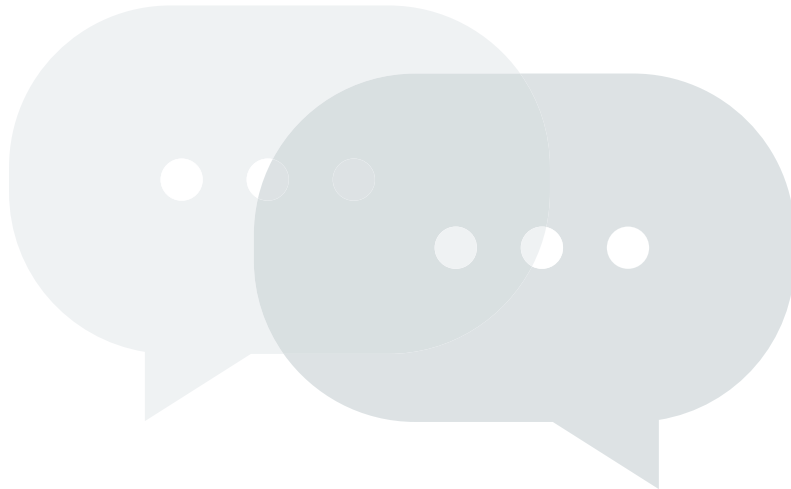
Date: August 24, 2018

Attendees:

- City Staff (representatives from various departments)
- Applicant Team

Discussion Items:

- Proposed uses
- Park
- Built form
- Urban design
- New roads/extension
- Municipal servicing
- Phasing



Meeting with City Staff

Purpose: To review planning application checklist

Date: October 11, 2018

Attendees:

- City Staff (representatives from various departments)
- Applicant Team

Discussion Items:

- Office space
- Pedestrian realm
- Built form
- New roads/extension

Meeting with City Staff

Purpose: To discuss office market analysis for 5800 Yonge Street

Date: January 11, 2019

Attendees:

- City Staff (representatives from various departments)
- Applicant Team

Discussion Items:

- Office market analysis report
- Office space

Meeting with City Staff

Purpose: To discuss extension of Beecroft

Date: May 1, 2019

Attendees:

- City Staff (representatives from various departments)
- City's consultant
- Applicant Team

Discussion Items:

- Timing and design of Beecroft extension



Based on the pre-application consultation meetings with City Staff and some of the key stakeholders, the Applicant Team made the following amendments to the proposal:

- Number of towers has been reduced from 5 to 4
- Services such as loading were internalized

7.0 WHAT WILL WE BE DISCUSSING?

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



Project Description



North York Centre Secondary Plan



Yonge Street North Planning Study



Other Development Projects in the Area



Design & Built Form



Current & Future Public Transit Services



Rental Housing



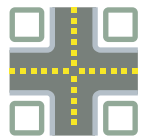
Daycare Space



Park & Public Spaces



Pedestrian Realm



New Public Roads



Cycling Infrastructure



Parking & Traffic



Development Application Process & Estimated Timeline



Consultation Process & Opportunities

8.0 HOW ARE WE ENGAGING?

In order to meet the consultation objectives, a variety of consultation methods will be executed during the development application process. A set of preliminary methods are included below to demonstrate our initial thinking on how to engage with the key stakeholders and the general public. Throughout this process, the Applicant Team will ensure that the development and consultation materials are accessible to the target audience and stakeholders.

These consultation methods will consider the involvement of the key stakeholders and the broader public in the development process. The Applicant Team is prepared to adjust the consultation plan as needed. Below is an overview of the consultation approaches.



Project Website



Targeted Stakeholder Meetings



City-Led Community Consultation Meeting

Project Website

Description & Purpose

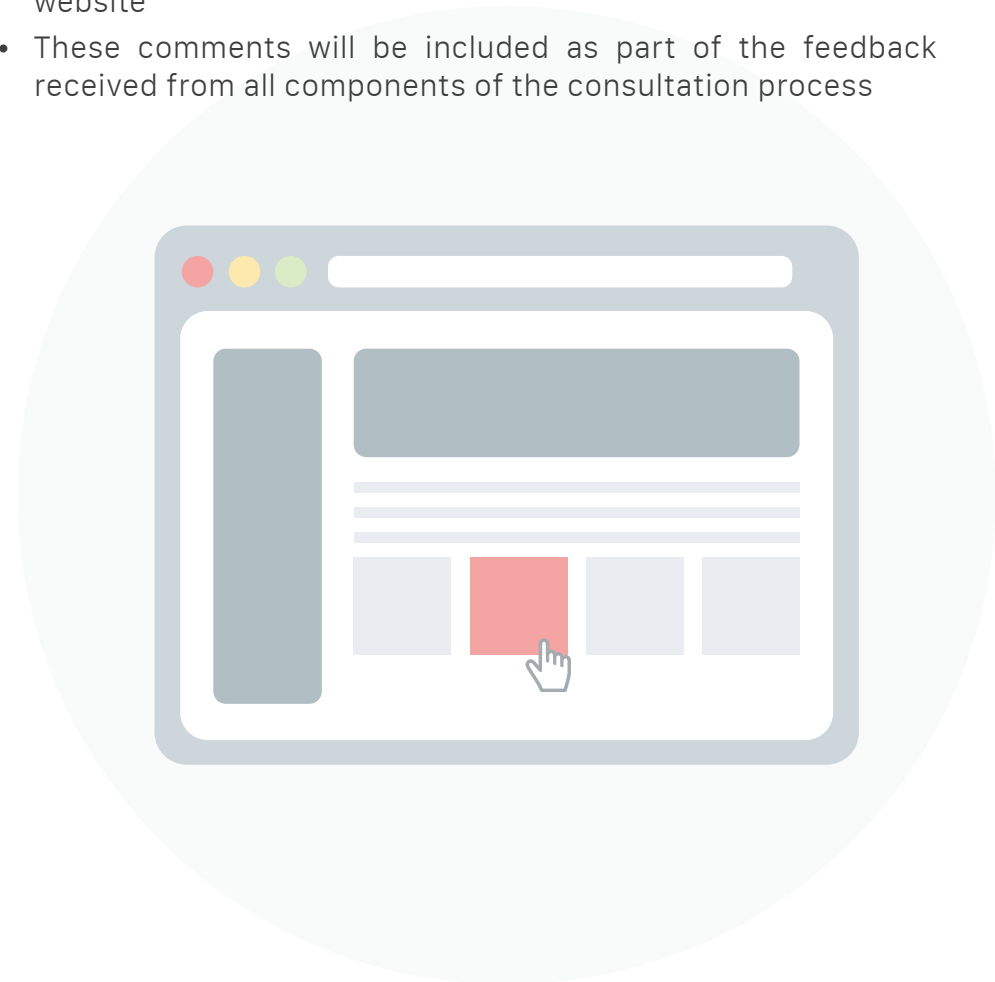
- A dedicated project website will serve as a central information hub providing details about the proposal, including opportunities to provide feedback
- It will provide the opportunity to:
 - Learn more about the project and project status
 - Review new and updated plans and reports
 - Be informed about any upcoming public meetings and events
 - Ask questions and provide input
- If individuals and/or groups have constraints that prevent or limit their participation at in-person meetings/events, this project website will provide a forum where they can still actively participate in the development process

Additional Information

- The website will serve as a consistent and ongoing tool to keep the community informed and will be a key information source between in-person consultation sessions
- The project website will be updated throughout the development process
- We would seek to work with key stakeholders for assistance in notifying community members about the website's launch
- The website's address/link will be included on all subsequent communications materials

Documentation & Collection of Feedback

- Questions received through the website will be responded to by a member of the Applicant Team in a timely manner
- If there are questions that are being asked by several members of the public, then the "Frequently Asked Questions" page of the website will be updated to provide a response to a broader audience
- A member of the Applicant Team will catalogue comments and questions (and respective answers) received through the website
- These comments will be included as part of the feedback received from all components of the consultation process



Targeted Stakeholder Meetings

Description & Purpose

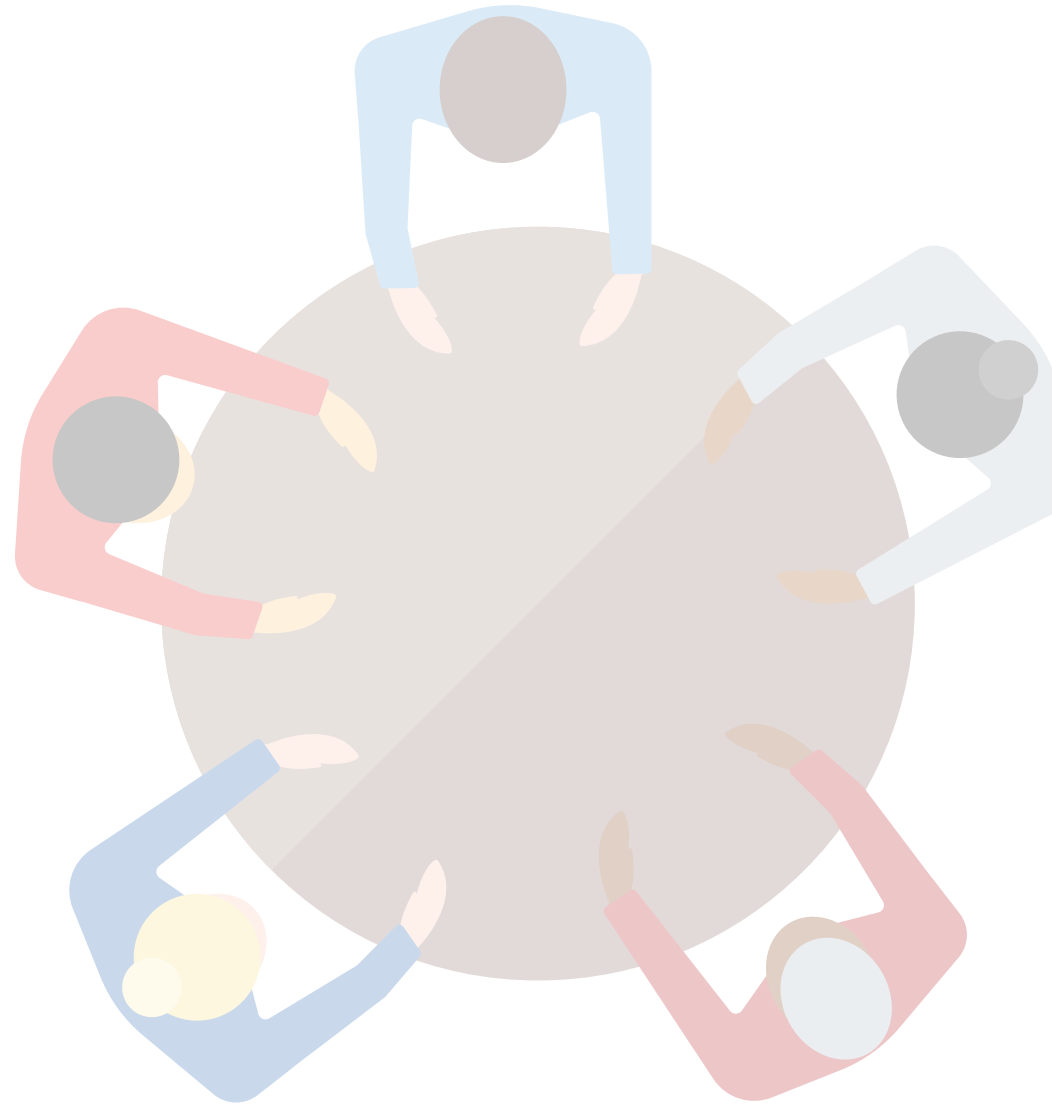
- These meetings will take the format of small group and/or individual meetings with key stakeholders, including representatives of stakeholder groups (see Section 5.2)
- Targeted stakeholder meetings allow for more tailored conversations, better opportunities for feedback, and discussion of specific issues
- Representatives of stakeholder groups could seek to understand the issues of their respective constituents and convey them to the Applicant Team at the meetings

Additional Information

- A letter would be sent to the stakeholders welcoming them to meet with the Applicant Team
- This may also include meetings with groups not listed in Section 5.2, but who convey a strong interest in being involved in this type of consultation approach

Documentation & Collection of Feedback

- A member of the Applicant Team will take detailed notes
- The Applicant Team will synthesize and analyze the feedback received from meetings and make any adjustments to the proposal (where possible)



City of Toronto Standard Public Consultation Methods

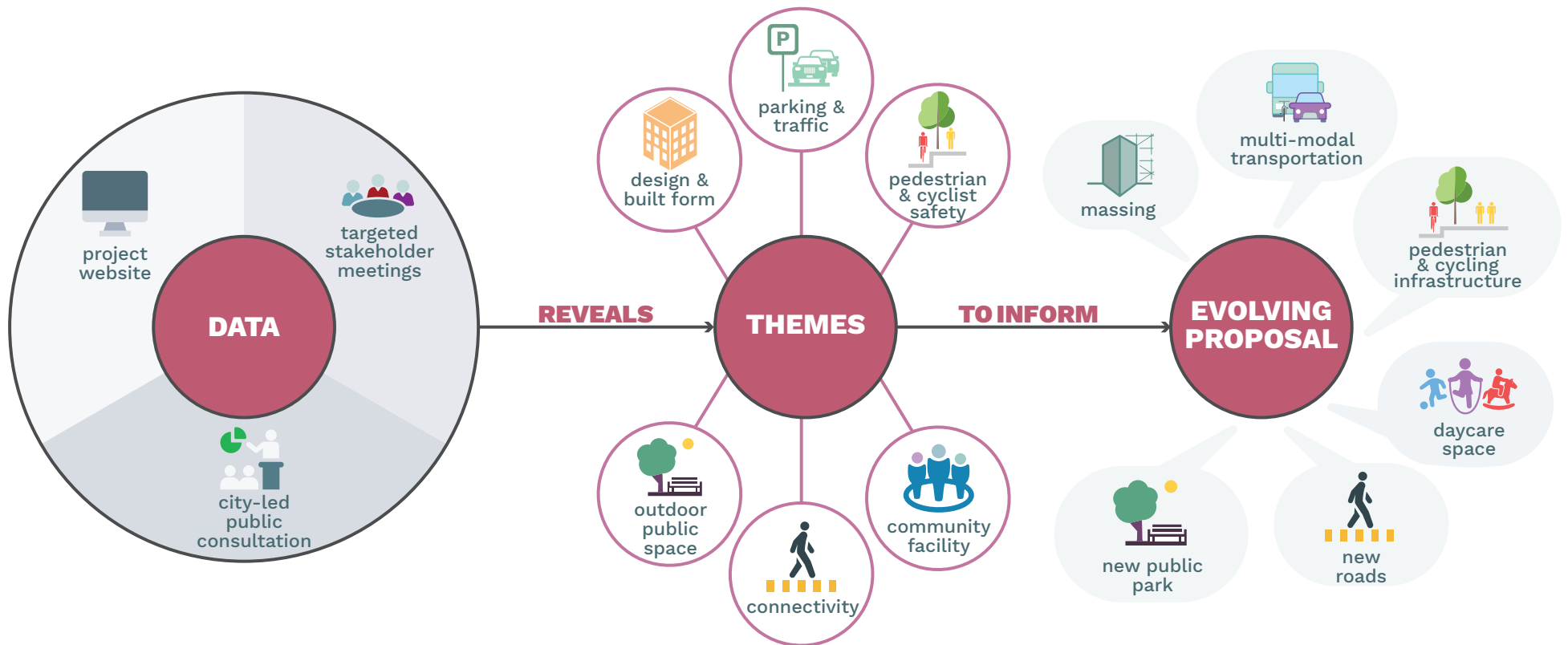
The aforementioned consultation methods will aim to complement and support the following standard public consultation methods employed by the City:

- The community will be made aware of the complete development application (once deemed complete by City Planning) through various methods including an on-site application notice sign
- Members of the public will be able to review the submission materials, including drawings and reports, either on-line on the City's Application Information Centre or in-person at the North York Civic Centre
- Residents and stakeholders can direct comments and questions about the application to the assigned City Planner on the file throughout the review process
- A Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor (date to be determined) for which the City will send a meeting notice to residents/landowners
 - The Applicant Team will proactively consult with City staff on how we can best support the organization and facilitation of the City-led Community Consultation Meeting
- A Statutory Public Meeting at North York Community Council (date to be determined)

9.0 HOW WILL WE SHARE FEEDBACK?

All forms of data including notes, feedback forms, questions, general comments and any other documentation stemming from the in-person and online consultation approaches will be synthesized and analyzed to reveal recurring themes and patterns. These themes and patterns will

inform the proposal throughout the application process. The graphic below exemplifies potential themes that may characterize the feedback collected regarding this application and is meant to evolve with the project over time as new information is gathered throughout the process.



10.0 CONCLUSION

Bousfields Inc. is pleased to discuss the proposed public consultation strategy with City Staff, and if appropriate, make adjustments to the plan based on Staff's feedback. The Applicant Team is committed to engaging 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 an opportunity for members of the public to engage in the development process in a manner 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 A

Demographic Data

Below is a demographic data of socio-economic indicators for the Newtonbrook West neighbourhood in comparison to the City of Toronto. The data was derived from 2016 Neighbourhood Profiles, prepared by Social Policy, Analysis & Research Social Development, Finance & Administration at the City of Toronto (with data provided by Statistics Canada Census of Population, 2016).

Socio-Economic Indicator		Newtonbrook West	City of Toronto
Age	0 to 19	18%	20%
	20-34	23%	24%
	35-44	14%	14%
	45-64	28%	27%
	65+ years	17%	15%
Bachelor's Degree or Higher		47%	44%
Median Household Income		\$54,981	\$65,829
Home Language	English	48%	71%
	Non-official	51%	29%
	French	<1%	<1%
	Top Non-English Home Language	Russian, Tagalog, Korean, Persian	Mandarin & Cantonese
	Mother Tongue Not English	71%	47%
	Home Language Not English	52%	29%
No Knowledge of English		6%	5%
Average Persons Per Household		2.64	2.42
Housing Structure Type	Single-Detached House	28%	24%
	Semi-Detached House	7%	6%
	Row House	6%	6%
	Duplex	5%	4%
	Apartment, < 5 storeys	5%	15%
	Apartment, 5+ storeys	49%	44%
Housing Tenure	Rent	47%	47%
	Own	53%	53%
Commuting	Public transit to work	43%	37%

