

Public Consultation Strategy Report

**1196-1210 Yonge Street &
2-8 Birch Avenue**
City Of Toronto

Prepared For
Birch Equities Limited

November 2021

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1

Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the rezoning application by Birch Equities Limited (‘the applicant’) for **1196-1210 Yonge Street & 2-8 Birch Avenue** (‘the subject site’) in Toronto’s Yonge-St. Clair neighbourhood.

The subject site is located at the northwest corner of Yonge Street and Birch Avenue, approximately a 1-minute walk (<100 metres) from Summerhill Subway Station. At present, the site is occupied by a series of low-rise (2-4 storeys) mixed used buildings with retail at grade and residential units above.

This rezoning application proposes to redevelop the site with a 14-storey mixed-use building that includes 67 residential units and retail uses at ground-level fronting onto Yonge Street.

2

What are the goals & outcomes?

GOALS

Share clear and accurate information about the proposed development and rezoning application process with the public and any interested stakeholders



The public and interested stakeholder groups have been provided with clear and accurate information about the proposed development and rezoning application process

Consult with, and seek input from, interested persons and groups about the proposed development using various methods of engagement



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

Distill key themes and points about the proposed development from various consultations



The feedback received during consultations helped the applicant understand the community's sentiments about the proposed development

Employ the use of digital tools, including a project website and virtual meetings, to inform and consult with residents, stakeholder groups, and other interested members of the public



Digital tools were used, adapted, and updated to help support ongoing information sharing and consultation with residents, stakeholder groups, and other interested members of the public

OUTCOMES

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What is this project?







What currently exists on the site?

- The site is currently occupied by a series of low-rise (2-4 storey) mixed use buildings with retail at grade and residential units above.



Where is the site located?


- The site is located at **1196-1210 Yonge Street & 2-8 Birch Avenue** at the northwest corner of Yonge Street and Birch Avenue in Toronto's **Yonge-St. Clair neighbourhood** and on the border of the **Rosedale-Moore Park neighbourhood**.
- The site is well served by rapid transit. It is approximately a 1-minute walk (<100 metres) from both:
 - Summerhill Subway Station on TTC's Yonge-University Line
 - Northbound and southbound bus stops for route #97B from York Mills Subway Station to Queens Quay West.

-  Yonge-St. Clair neighbourhood
-  Rosedale-Moore Park neighbourhood
-  Census Tract 5350120.00
-  TTC Subway Line 1, Yonge-University
-  TTC Subway Line 2, Bloor-Danforth
-  TTC Bus Route 94B



Where is the site located?

- The site is also situated within the boundaries of:


 Cottingham Square Community Association (CSCA)

 Rosedale Main Street Business Improvement Area

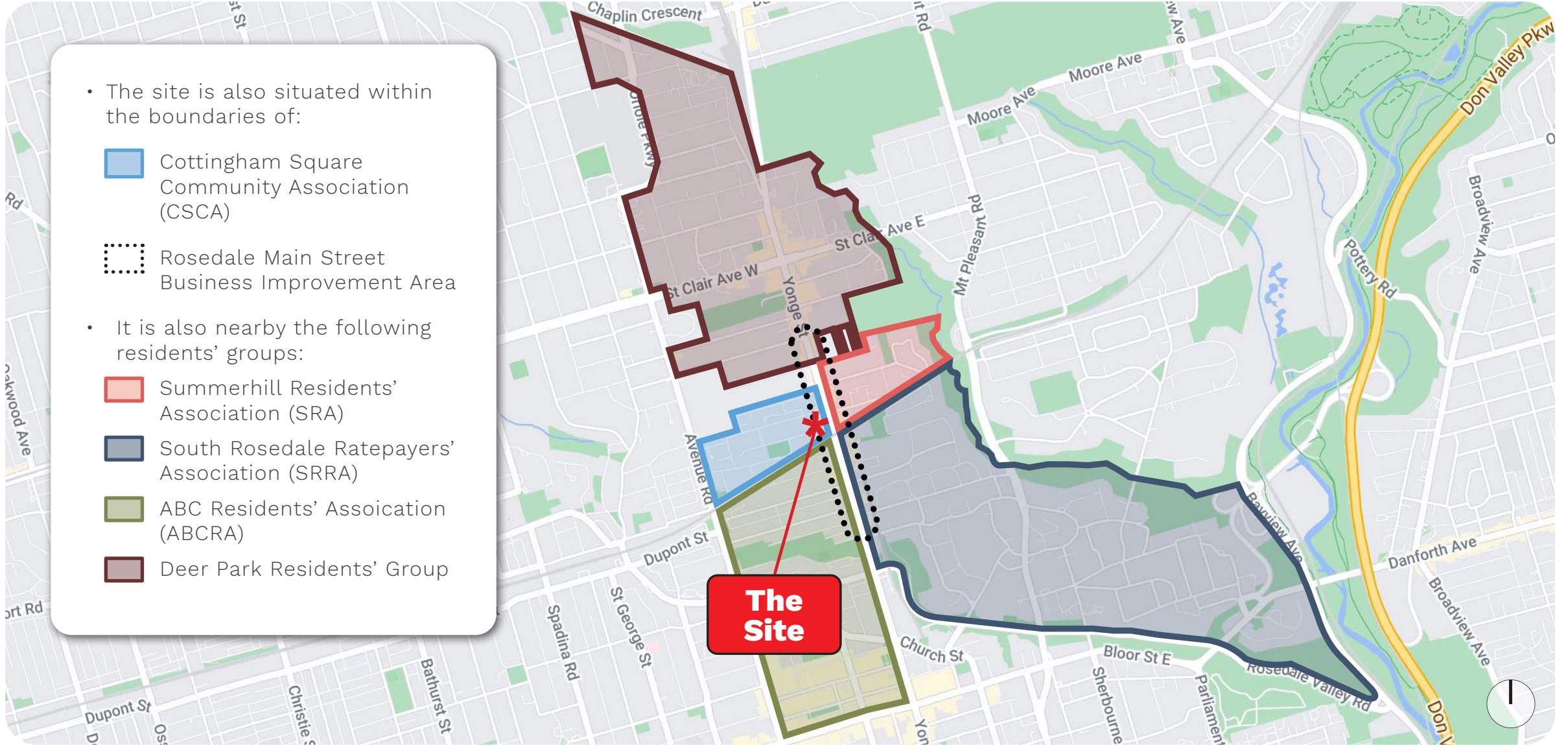
- It is also nearby the following residents' groups:

 Summerhill Residents' Association (SRA)

 South Rosedale Ratepayers' Association (SRRA)

 ABC Residents' Association (ABCRA)

 Deer Park Residents' Group



What is the proposal?

Applicant

Birch Equities Limited

Application Submission

November 2021

Note: Icons on the following pages are for illustrative purposes only – they are not to scale.

Where applicable, numbers have been rounded to the nearest whole number. Please refer to the Planning Rationale or Architectural Drawings Package for exact project statistics.

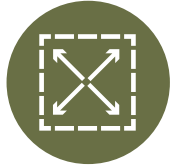




14-storey mixed-use building



~55 m
Building Height





83,054 m²
Gross Floor Area (GFA)



67*
Total Residential Units


3 (5%)
Bachelor


13 (19%)
1-Bedroom


41 (61%)
2-Bedroom


10 (15%)
3-Bedroom



*Note: The 3 bachelor units and 5 of the 2-bedroom units are rental replacement units.



2,161 m²
of Retail



1,448 m²
Outdoor Amenity
Space



2,963 m²
Indoor Amenity
Space



105
Vehicular Parking
Spaces



72
Bicycle Parking
Spaces



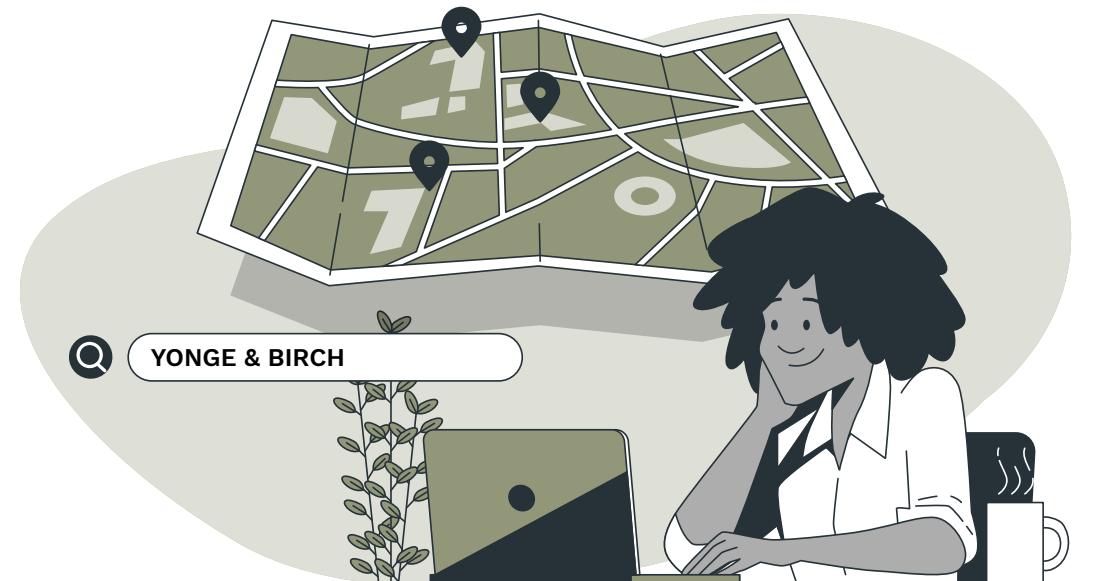
What are the key messages?

The following list of key messages will be used to support communications and consultation about the proposed development with local stakeholders as well as the broader public. As the proposed development progresses through the application process, and to reflect the most up-to-date information, the project team will adapt and update the following list of themes and key messages depending on the point in the process and the method of communication or consultation.



Key Message The Vision

- Located along Yonge Street, one of the city's most prominent streets, as well as steps from Summerhill Subway Station and the iconic North Toronto Railway Station, we are proposing to redevelop Yonge & Birch with a unique new residential building with street-level retail uses.



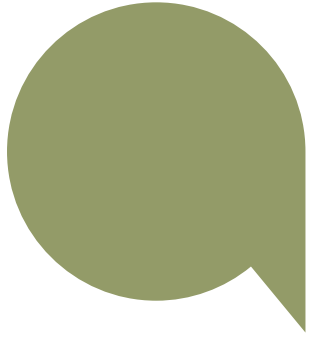


Key Message

Proposal Features Promoting Design Excellence

- A contemporary and elegant approach to the building's design aims to respect and complement the number of existing landmark buildings in the neighbourhood, including most notably the North Toronto railway station.
- The proposed building has been designed by award-winning firm KPMB Architects, the architects behind many of our city's most highly acclaimed mixed use projects.
- The new building has been sensitively designed to respect and transition to the nearby low rise built form context to the west and north of the site.





Key Message

Proposal Features

Adding New Housing Options

- With this new building, our hope is to provide both existing and future residents of the Summerhill neighbourhood with greater housing choice.
- We anticipate that future residents of the building could include seniors who currently live in the area and are looking for options to downsize and stay within the neighbourhood, and/or new homeowners who've always hoped to live in the area and in proximity to its abundant amenities and services.



Key Message

Proposal Features Strategically Locating Growth

- Situated less than a minute walk from Summerhill station on TTC Line 1 and along Yonge Street, one of the city's most prominent thoroughfares, this site is an ideal location to accommodate growth in the form of new residential and retail space.



Key Message

Proposal Features

Providing an Activated & Accessible Streetscape

- The new retail space provided as part of this redevelopment will front onto Yonge Street creating an open, activated and inviting streetscape.
- The proposed development has been designed to provide a human scale to the pedestrian experience to ultimately enhance the unique and vibrant Summerhill main street condition.
- Given the current grade change along this section of Yonge Street, a key component of our design is to increase the accessibility at ground level for those with mobility challenges.



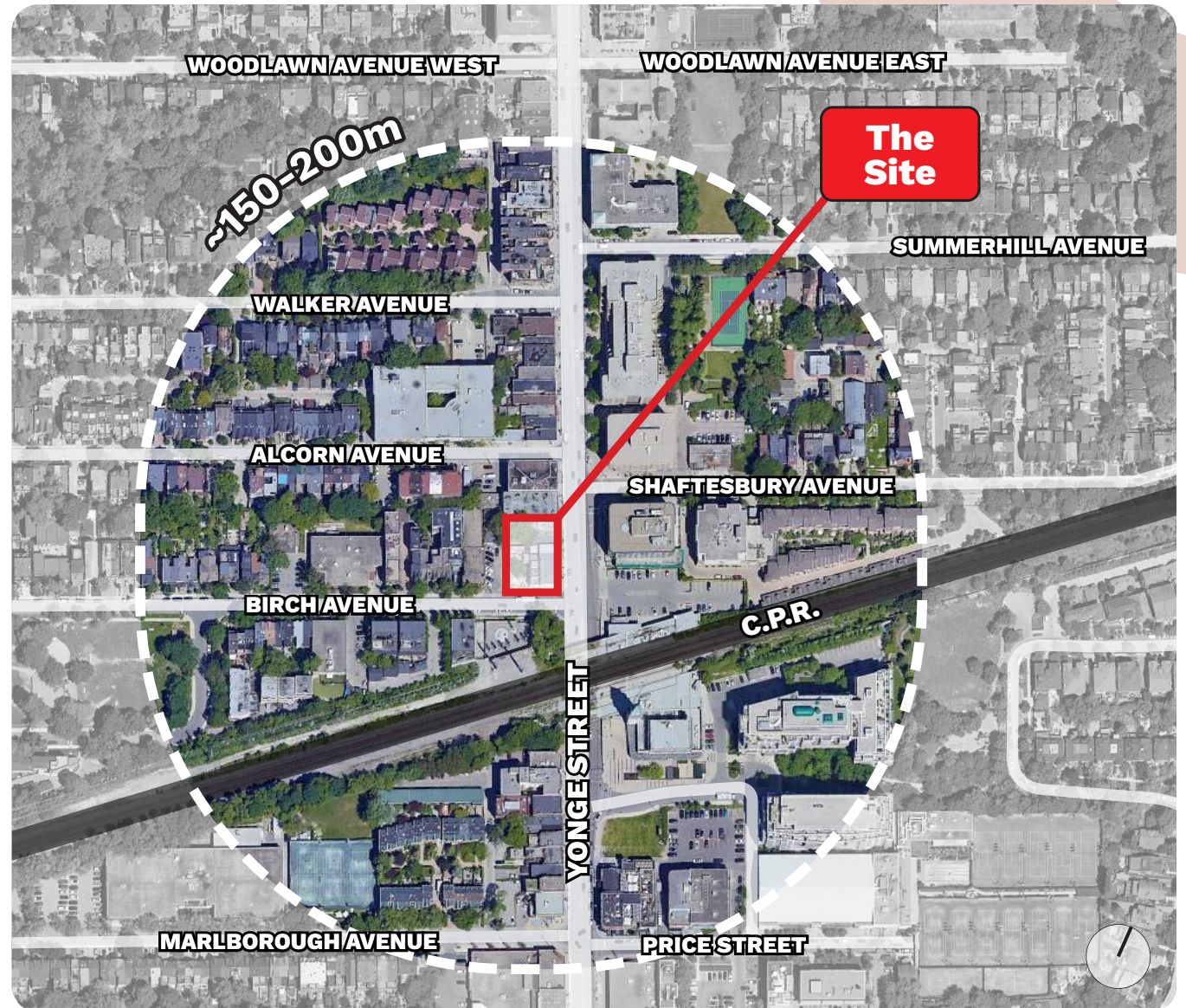
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Where are we engaging?

Scope of Consultation

We recommend that the Scope of Consultation for the proposed development be defined as an area of approximately 150-200 metres around the subject site.

We are proposing this scope of consultation given that it encompasses those residents, visitors, businesses, and other members of the public who will likely be the most interested in the proposed development due to their physical proximity to the site and/or their consistent or occasional use of the site. Notably, this area also includes the prescribed 120 metres around the site for the minimum notice area, as outlined in the *Planning Act*.





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Who are you engaging?

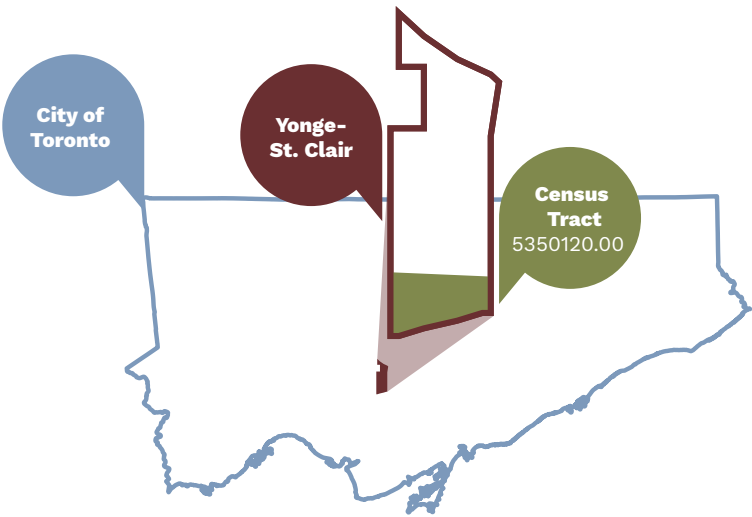
Demographic Snapshot

As part of the rezoning application and consultation process, the applicant and project team considered the demographics and population of the local area surrounding the subject site by referring to Statistics Canada census data. This census tract-level data was considered in the development of the communication and consultation strategies for this proposal, described in Section 7.

-  Yonge-St. Clair neighbourhood
-  Census Tract 5350120.00

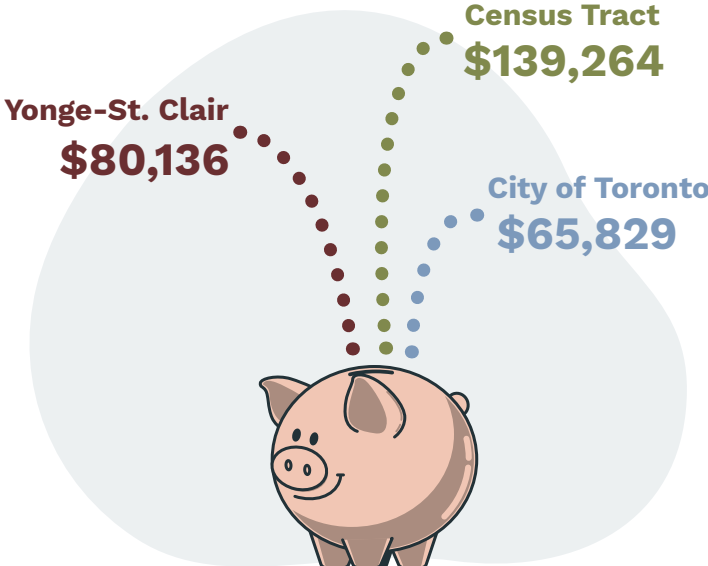
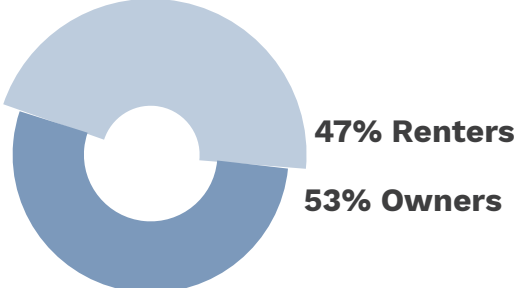
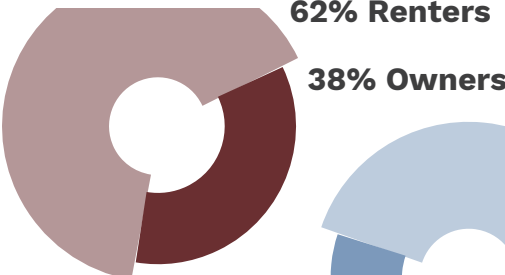
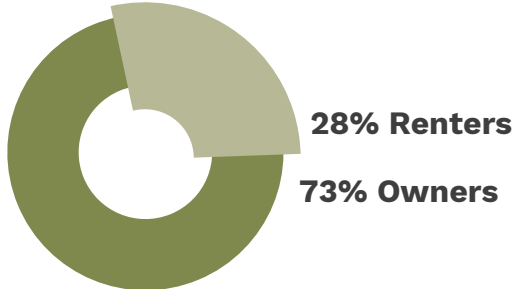


Overall, this demographic snapshot reveals the important ways that the local census tract and neighbourhood are unique in comparison to the wider City of Toronto population. A complete demographic profile can be accessed in Appendix A.



Housing Tenure

There is a much higher percentage of homeowners in the Census Tract compared to both the neighbourhood and City

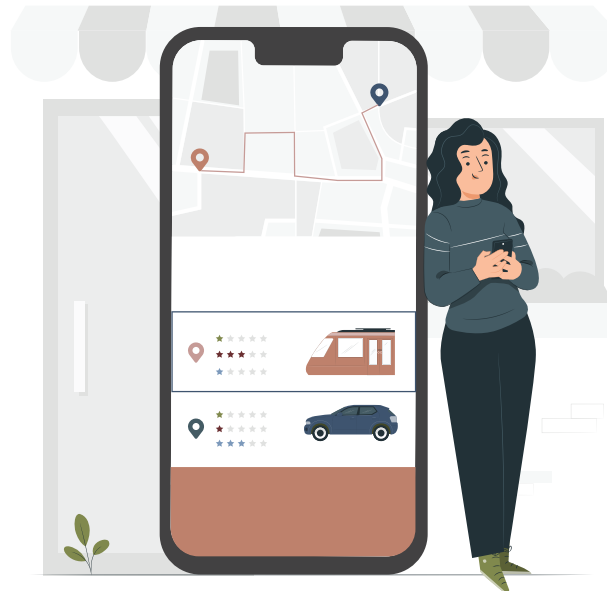
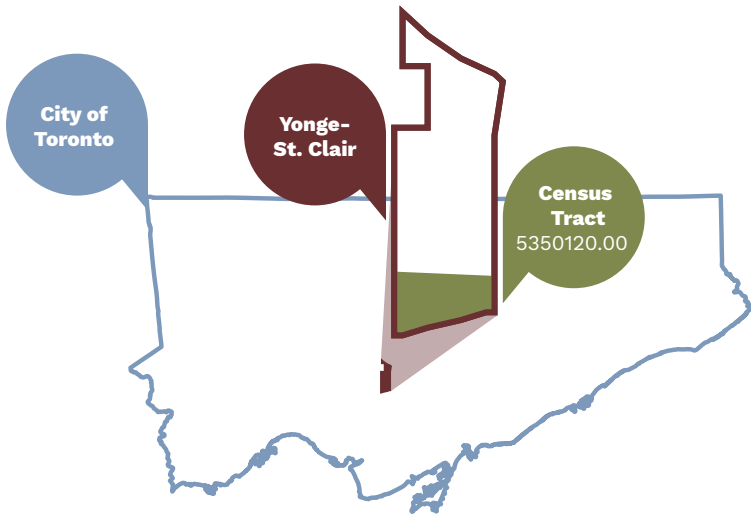
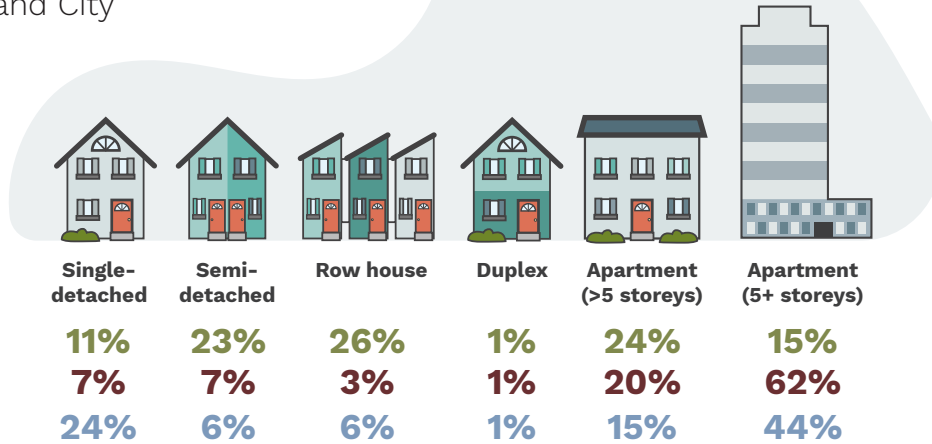


Median Income

The median household income of the Census Tract is nearly \$60,000 higher than the Yonge-St. Clair neighbourhood and nearly \$75,000 higher than the median household income of the City as a whole

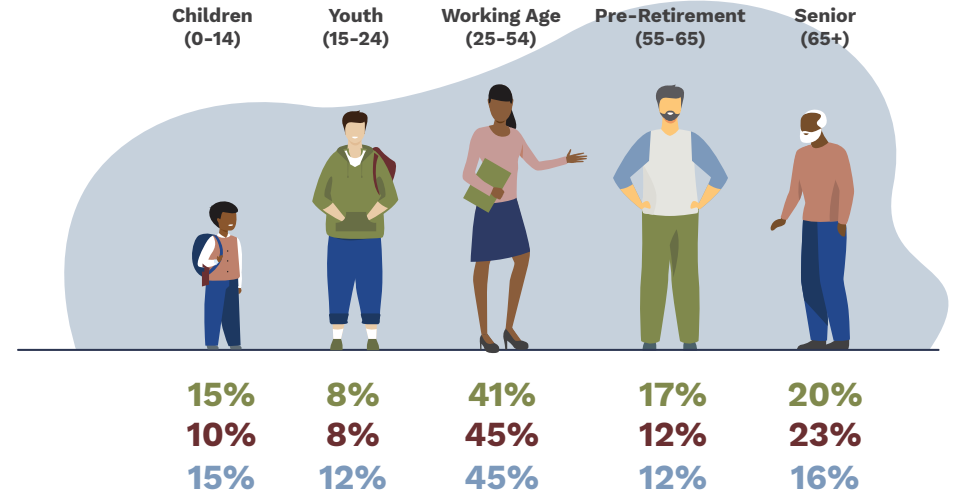
Housing Structure Type

15% of the Census Tract's built form are apartments over 5-storeys, much less common than in both the neighbourhood and City



Age

A larger percentage of senior-aged residents live in the Census Tract (20%) and Yonge-St. Clair (23%) compared to the City average



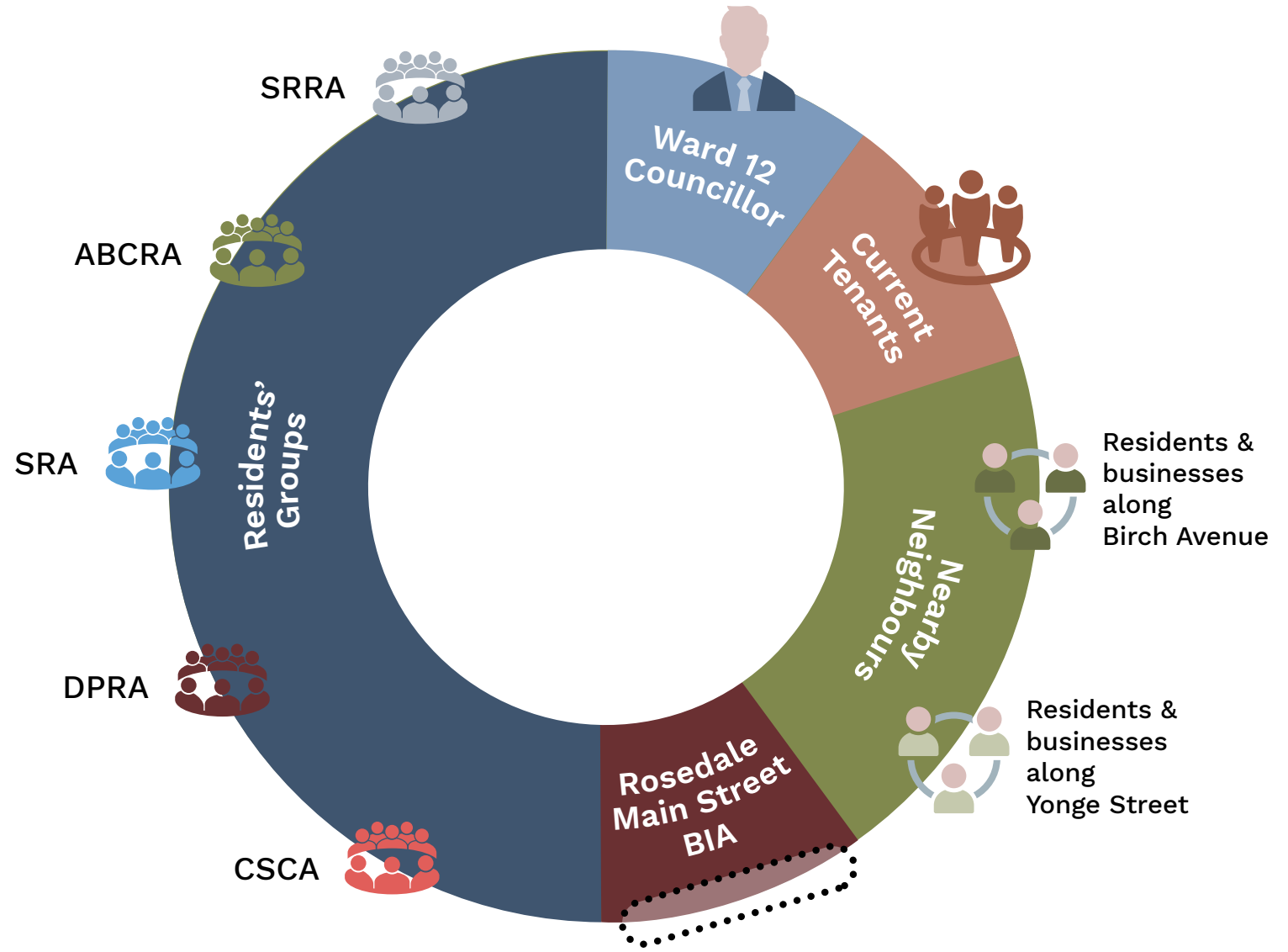
Commute to Work

With close access to higher-order transit, nearly 40% of residents living in the Census Tract take public transit to work and another nearly 20% walk to get to work

Target Audience & Stakeholders

When devising this approach to engaging with the public, the project team also identified a series of key stakeholders who will likely take an interest in the proposal and wish to be consulted 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.



6

What will we be discussing?



Overview of Proposed Development



Planning & Policy Context

List of Matters to be Addressed

The following list refers to the various topics associated with the proposed development that have already been raised during pre-application conversations with City Staff and local stakeholders, and will continue to be brought forward for further discussion and consultation:



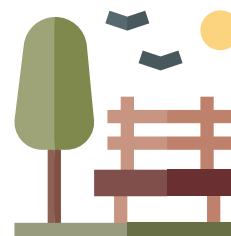
Rental Housing Application



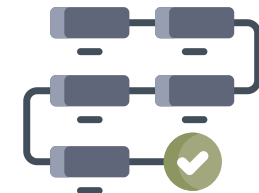
Architecture, Design & Materiality



Traffic, Parking, & Site Access



Public Realm & Streetscape Improvements



Rezoning Application Process & Estimated Timeline

7

How are we engaging?

Engagement Methods

Based on the neighbourhood context, nature of the proposal, demographic profile, and stakeholder landscape, the applicant and project team are proposing a series of engagement methods to both inform and consult with community members. These methods may be adjusted based on initial feedback, as well as what is feasible for those parties who express interest in the proposal.

This list of engagement methods has also taken into consideration the current COVID-19 public health situation, aiming to be flexible in response to up-to-date public health recommendations as well as City Staff's directions regarding e-consultation.



Project Website & Email



Communications with Tenants



Targeted Stakeholder Meetings

Project Website

www.yongeandbirch.ca



- A website has been created to serve as a central hub of information for the project: www.yongeandbirch.ca
- The main purpose of the website will be to inform residents, stakeholders, and interested members of the public about the proposed development
- It will also provide the opportunity to:
 - Learn more details about the project
 - Review plans and reports
 - Learn about previous consultation as well as potential upcoming consultation opportunities
 - Ask the project team questions, as well as provide input



info@yongeandbirch.ca



- A project email has also been created and is associated with the project website (info@yongeandbirch.ca), to allow community members to communicate directly with members of the project team

Communication with Tenants

- A series of communications will be used to provide existing tenants information about the proposed development
- These communications will provide information about:
 - The application submission and overall project timing
 - The launch of the website
 - Upcoming tenant meetings, community consultations and/or other opportunities to provide feedback
 - Any additional project milestones
- It is anticipated that any feedback will be directed through the project website or project email



Targeted Stakeholder Meetings

- Targeted stakeholder meetings most often take the form of small group discussions
- These meetings are helpful in allowing for:
 - more tailored and in-depth conversations
 - better opportunities for feedback
 - discussion of topics that are of specific interest to local stakeholder groups
- They involve collaborating with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback
- The project team will work with each stakeholder group to establish the most productive and constructive meeting formats for all parties
- Importantly, these meetings may be with other groups not listed in this report, but who convey a strong interest in being involved in the process





City of Toronto Public Consultation Methods

The aforementioned engagement methods will be in addition to, and aim to complement and support, the following standard public consultation methods employed by the City:



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.



Community Consultation Meeting

- The community consultation meeting is hosted by the City of Toronto, and its purpose is to provide all interested persons the opportunity to give feedback and ask questions
- Given the current public health crisis, we understand that this meeting may be held virtually, in accordance with directions from City Staff and the Ward Councillor
- The project team will proactively consult with City Staff and the Ward Councillor on how we can 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 the application is submitted and is deemed complete by City Staff, 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
 - Information about the proposal, including the type of application and some proposal statistics
 - Contact details of the City Planner assigned to the file
 - A link to the City's Development Application Information Centre
 - The date and location (or the link to, in the event of an online meeting) for the Community Consultation Meeting once it is scheduled



Statutory Public Meeting

- Once the Community Consultation Meeting is hosted, members of the public may attend the Statutory Public Meeting at Toronto and East York Community Council (TEYCC) to provide further commentary to City Staff, the project team, and members of Community Council.

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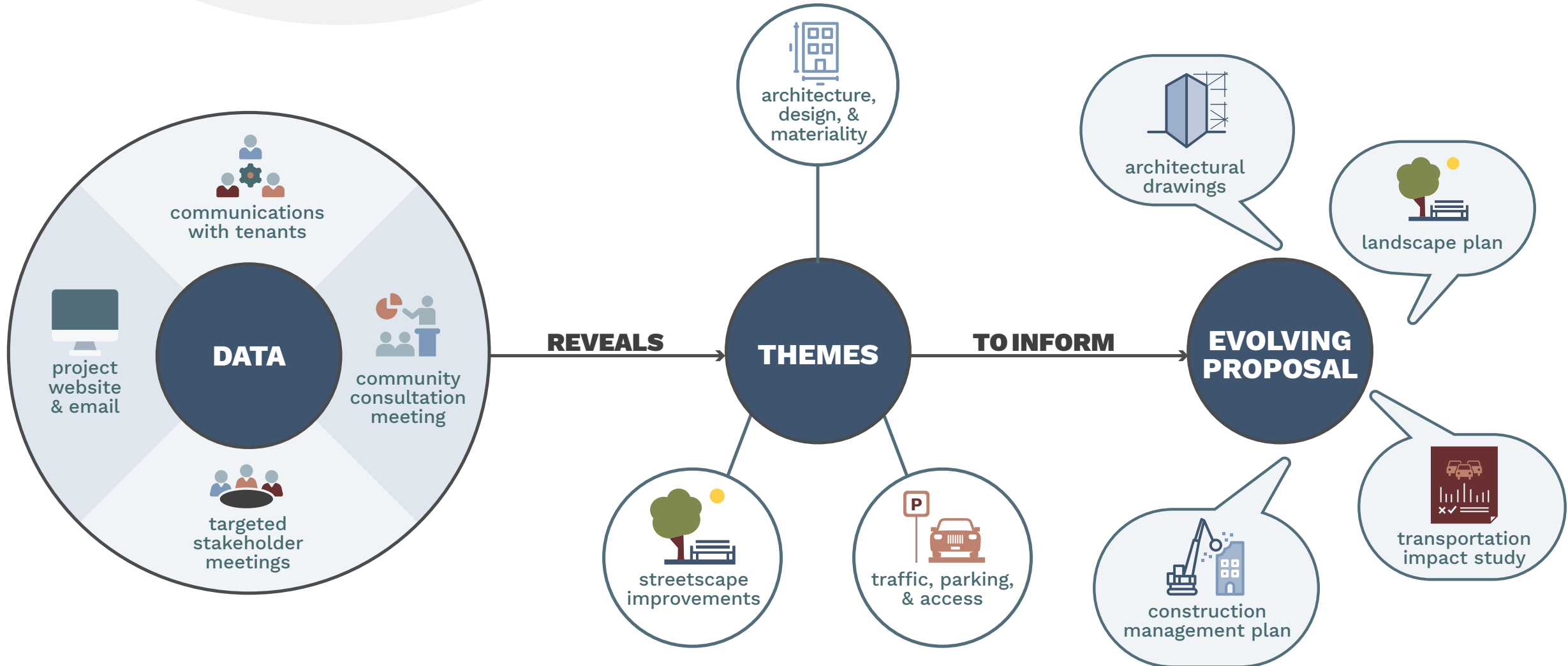
How will we share feedback?

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from stakeholder meetings and/or communications, any City-led consultations, as well as any comments or feedback submitted to the project website and/or project email, will be summarized to reveal recurring topics and themes. A conceptual graphic representing the applicant and project team's approach to evaluating feedback for this proposal is shown on the following page.



Methodology for Evaluating Feedback



Reporting Back

After feedback has been documented, various tools may be used to report back to the public and stakeholder groups:



Project Website

When they are available, updates about the proposal will be posted to the project website.



In-person and/or virtual updates at community meetings

The project team will review and consider feedback provided throughout the process derived from meetings with stakeholders and tenants, as well as the project website and email, and report back either in-person or virtually at any future community meetings.



PCSR Addendum

The project team may prepare an addendum to this report as a summary and update on the feedback received at the time of a subsequent rezoning application resubmission.



9

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 community throughout the duration of the proposal, at varying levels of intensity appropriate to the status of the planning application.

The process has been developed to be responsive to the local demographic and stakeholder context, be flexible and adaptable to the latest public health recommendations, and allow for a broad range of voices to continue contributing to the discussion, with the intention of creating a development proposal that will align with the interests of community members.

A

Appendix A: Full Demographic Profile

Socio-Economic Indicator		Census Tract 5350120.00	Yonge-St. Clair	City of Toronto
Age	Children (0 to 14)	15%	10%	15%
	Youth (15 to 24)	8%	8%	12%
	Working Age (25 to 54)	41%	45%	45%
	Pre-Retirement (55 to 64)	17%	12%	12%
	Seniors (65+ years)	20%	23%	16%
Median Household Income		\$139,264	\$80,136	\$65,829
Home Language	English	94%	90%	70%
	Non-Official	3%	8%	29%
	French	<1%	<1%	<1%
Top Non-English Home Languages		Armenian & French	Spanish & French	Mandarin & Cantonese
Housing Structure Type	Single-Detached House	11%	7%	24%
	Semi-Detached House	23%	7%	6%
	Row House	26%	3%	6%
	Duplex storeys	1%	1%	4%
	Apartment, less than 5 storeys	24%	20%	15%
	Apartment, 5+ storeys	15%	62%	44%
Housing Tenure	Own	73%	38%	53%
	Rent	28%	62%	47%
Main Mode of Commuting	Car	37%	35%	51%
	Public Transit	39%	50%	37%
	Walking	18%	11%	9%
	Bike	5%	2%	3%
	Other	0%	1%	<1%
Household Size	1-person	35%	50%	32%
	2-person	37%	34%	30%
	3-person	13%	8%	16%
	4-person	12%	6%	13%
	5 or more persons	3%	2%	9%
Educational Attainment	No certificate, diploma, degree	2%	2%	10%
	High school	15%	12%	20%
	Apprenticeship or trades	3%	3%	4%
	College, CEGEP, other	8%	13%	18%
	University below bachelor level	2%	3%	3%
	Bachelors' degree or higher	69%	68%	44%



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