

# 2280 Dundas Street west

COMMUNITY  
CONSULTATION STRATEGY

June 30, 2022

URBAN  
STRATEGIES  
INC .



# INTRODUCTION

**This Consultation Strategy provides an approach to informing and collaborating with key stakeholders and the public in connection with the proposed redevelopment of 2238-2290 Dundas St W and 104-105 Ritchie Ave (“the Subject Lands”). This Strategy has been prepared by Urban Strategies Inc. on behalf of Choice Properties Limited Partnership (“the Owner”) in support of an Official Plan Amendment, Zoning By-law Amendment, and Draft Plan of Subdivision applications (“the applications”) as well as a future Site Plan application for the redevelopment of the Subject Lands.**

This Strategy outlines the past robust community consultation that occurred in 2016 to 2018 on the Proposed Development. The previous concept included the redevelopment of the school site to the north. At the time of this resubmission, Choice and the school boards were unable to reach a definitive agreement regarding the sale of the school lands, and accordingly the proposed development has evolved to respond to that change.

A variety of techniques and tools were used to meaningfully engage different audiences that have an interest and role to play in the redevelopment of the Subject Lands. The intent of this report is to describe the approach, engagement audiences, and methods that may be used to ensure informed and broad-based consultation for the redevelopment project. Engagement activities coordinated and facilitated by the Owner and Project Team will be undertaken in coordination with City staff.

## BACKGROUND

In 2018, Choice submitted an Official Plan Amendment application in 2018 to facilitate the redevelopment of the 2280 Dundas St W site, which at the time conceptually included the existing school site at 1515 Bloor St W (Bishop Marrocco/Thomas Merton School). The 2018 OPA application was for a mixed-use development including residential, office, and retail uses, high-quality parks and open spaces, a new TCDSB high-school on-site, and a transit concourse below grade connecting Bloor GO Station and Dundas West TTC Station. Since 2018, Choice and the school boards attempted to reach an agreement regarding the sale of the school lands, however, they were unsuccessful at coming to a final agreement.

In order to move the project forward and provide improved retail offerings and respond to the urgent need for new housing, Choice is now submitting Zoning By-law Amendment (ZBA) and Draft Plan of Subdivision (DPOS) applications to enable the redevelopment utilizing their existing land holdings (2238-2290 Dundas St W and 104-105 Ritchie Ave). Negotiations will continue with the school boards.

There are two significant changes between the 2018 OPA application and this application. Firstly, the application no longer includes the Bishop Marrocco/Thomas Merton School lands, nor does the application propose to rebuild a new school within the development. Secondly, and related, the below-grade transit concourse proposed in the 2018 OPA is not part of the current application as the school lands facilitated that significant planning direction.

## CURRENT APPLICATION

This Planning Rationale, Urban Design Analysis, and Block Context Plan supports the resubmission of an Official Plan Amendment (OPA) and the first submission of a related ZBA and DPOS applications to enable the redevelopment of the Subject Lands. The Proposal described herein establishes a comprehensive framework for the significant development opportunity that this large site offers. The redevelopment of the Subject Lands will transform them into a vibrant, mixed-use community hub. The Proposed Development will deliver jobs, amenities, new housing, new and improved retail spaces, a new public park, and a new system of streets and open spaces. This Planning Rationale continues to respond to local, municipal, and provincial planning priorities, and public input received during three community open house events. The result is a development framework that respects the local neighbourhood context, delivers considerable community benefits, and contributes to city building and the responsible growth of the region.



## THE EXISTING SITES

The Subject Lands consist of several properties owned by Choice Properties Limited Partnership. These properties are known municipally as 2238, 2252, 2264, 2280, 2288, 2290 Dundas St W, and 104-105 Ritchie St. The total combined area of these properties is 43,942 square metres (4.4ha).

2280 Dundas St W was most recently developed in 1968. Since that time, it has consisted of low-density retail and surface parking. The site includes an 11,037 square metre facility occupied by Loblaws and the LCBO (as well as a large component formerly occupied by Zellers and now functioning as the Community Ideas Centre), and a smaller 803 square metre facility, half of which is vacant and half of which is occupied by Kal Tire. There is also a standalone retail building at 2264 Dundas St W occupied by Pizza Nova.

At the southwest corner of the Subject Lands, at 2252 Dundas St W there is a 3-storey residential building that contains 8-rental units. These units are further described in the Housing Issues Report, prepared by Urban Strategies Inc. 2238 Dundas St W is a 3-storey medical building with multiple retail storefronts at grade and office above (total GFA of 4207 square metres).

All vehicular access to the Subject Lands occurs from Dundas St W. There is very poor porosity through the Subject Lands, as there are no streets connecting to the neighbourhood to the south, the TCDSB site effectively blocks access to and from Bloor St W, and the rail corridor prevents east-west movement. There are two pedestrian connections to the neighbourhood to the south (one at Ritchie Avenue and one near Herman Avenue), but the Subject Lands cannot be easily traversed by pedestrians or cyclists because there are few sidewalks through the large surface parking lot. A network of internal drive aisles is the only mechanism in place to organize vehicular transportation.



FIGURE 1. Map of the Existing Sites

Property Line



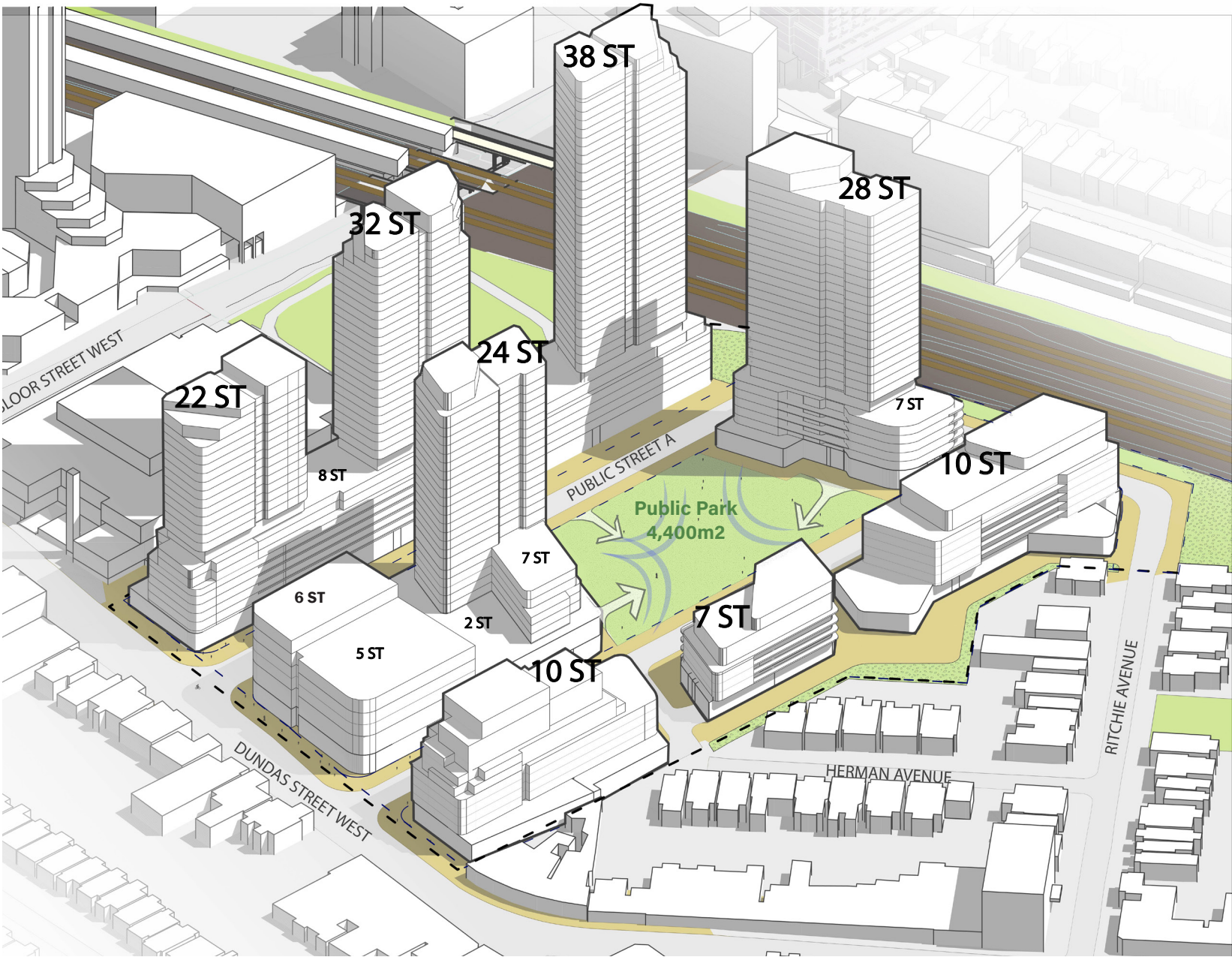
# THE PROPOSED DEVELOPMENT

The Proposed Development will redevelop the site to support mixed-use, transit-oriented intensification while achieving a range of city building and urban design objectives. The Proposal includes seven mixed-use and residential buildings (including five residential towers) on four development blocks. It will offer both ownership and rental housing options, and will be anchored around a new community public park and public street system.

The redevelopment proposes a total gross floor area of 151,895 square metres comprised of 135,274 square metres of residential and 16,621 square metres of non-residential uses (including 9,410 square metres of retail and 7,649 square metres of office). The Proposed Development includes approximately 1,923 residential units in a range of unit sizes, and includes 735 rental units within 3 rental buildings. The proposal includes a large 4,400 square metre public park and a series of other open spaces around the site. A new u-shaped public street system will provide connections to the neighbourhood, including a vehicular connection at Ritchie Ave and a pedestrian connection at Herman Ave.

## DEVELOPMENT STATISTICS

Gross Floor Area		
TOTAL RESIDENTIAL GFA	135,274 m2	89%
TOTAL NON RESIDENTIAL GFA	16,621 m2	11%
TOTAL DEVELOPMENT GFA	151,895 m2	100%
TOTAL RESIDENTIAL UNITS	1,923	
RENTAL	735	



Existing Site Boundary Proposed Site Boundary



### SITE STATISTICS

GROSS SITE AREA	43,942 m <sup>2</sup>
PUBLIC RIGHT OF WAY	11,532 m <sup>2</sup>
WIDENINGS	459 m <sup>2</sup>
PARKLAND DEDICATION	4,400 m <sup>2</sup>
NET SITE AREA	27,551 m <sup>2</sup>





# 2280 DUNDAS ST W BY THE NUMBERS



**152,000 sq. m. of  
TOTAL GFA**

The Proposed Development is a complete, mixed-use community that includes:

- Diverse housing
- New Retail
- Office space
- Community park and open spaces
- Rental housing



**~700 Jobs  
(retail and 7,600  
sq.m of office)**

The proposed development will maintain and create over 500 office and retail jobs.



**1,900+  
Residential Units  
(135,000 sq. m. of  
residential GFA )**

The residential unit mix will help to create a diverse and affordable community. The residential buildings will include:

- 1, 2 and 3-bedroom units
- Affordable units
- 735 Rental units in 3 rental buildings
- 8 rental replacement units



**9,000 sq. m. of  
Retail GFA  
(with Loblaws and  
other anchors)**

The Proposed Development will include a wide range of retail uses to support a vibrant neighbourhood and provide convenience for community members. This will include a diverse range of small-scale retail and main street retail, plus Loblaws and a drug store as anchor retailers.



**4,400 square metre  
Public Park with  
other open spaces**

Public realm and open space are defining features of the Proposed Development. A new 4,400m2 public park is the heart of the Site. Approximately 33% of the development will be public realm and open space, including the required dedication of public park land, new open spaces and improved public realm along the new streets and Dundas St W.



## PURPOSE OF CONSULTATION AND SCOPE OF THIS STUDY

The goal of the consultation activities is to foster a dialogue and build partnerships with members of the community, local stakeholders, and the Owner, and to advance common objectives through the redevelopment of the Subject Lands. The desired outcome of the engagement process will be to engage the local community in the redevelopment of 2280 Dundas St W and to explore how the Proposed Development can help meet their needs. Public buy-in and support will be important throughout the proposed approvals process.

The purpose of this Community Consultation Strategy is to:

- Introduce the Owner and its intentions for the redevelopment of the 2280 Dundas St W site;
- Confirm which uses are returning to the Subject Lands;
- Encourage awareness of the purpose of the proposed redevelopment and the positive impacts it will have on the immediate community;
- Build positive relationships with local stakeholders, including local Residents Associations (RAs) and Business Improvement Areas (BIAs), and keep all stakeholders informed of the upcoming planning approvals;
- Foster innovation using new technology and creative consultation, analysis, and communication methods;
- Offer multiple methods of participation to reach a large audience (e.g. people who cannot or do not want to attend public meetings can provide comments through social media, a website, and/or feedback forms);
- Maintain positive dialogue with City staff, the local councillor, and other governmental stakeholders;
- Clearly set out goals and objectives for each element of the consultation process so that stakeholders and the public understand how they can participate and how their input will be incorporated into the overall project; and

- Generate support and buy-in for the proposed development from all stakeholders and target audiences.





## AUDIENCE & CONSULTATION METHODS

**In 2018, as part of the 2018 OPA pre-application and application process, the Owner extensively engaged with City staff, the local councillor, and the local community to discuss the 2280 Dundas St W redevelopment. The Project Team is still committed to ongoing communication and meetings with the surrounding community in order to understand and address community ideas and concerns.**

This Community Consultation Strategy focuses on providing opportunities for the public to exchange ideas, explore opportunities, voice concerns, and to understand how the redevelopment of 2280 Dundas St W will provide local benefits to the existing community. The Owner proposes to engage in public information sessions and on-line consultation, in addition to the statutory meeting requirements. Engaging a broad spectrum of the community through consultation exercises early in the process will be critical. A variety of engagement techniques will be utilized to target each audience during different stages of the proposed redevelopment. The following consultation methods are separated into internal and external audiences.

### INTERNAL

**City Staff** - At key intervals in the development process, the Project Team will hold coordination meetings with City staff from various departments including Planning Services, Economic Development, Development Engineering, Urban Forestry, and Affordable Housing. Staff will be responsible for ensuring that all necessary department personnel attend key meetings and events to help inform the process.

**Ward Councillor** - The Project Team may regularly update and meet with the local Parkdale-High Park Councillor, Gord Perks, and the neighbouring Davenport Councillor, Ana Bailão.

**Metrolinx & TTC** - As the Site is located in two PMTSAs, the Project Team may regularly update Metrolinx and the TTC on the redevelopment, as needed.

**TCDSB** - The Owner may have meetings with the Toronto Catholic District School Board, given the Proposal's proximity to the Thomas Merton/Bishop Marrocco school.

### EXTERNAL

**Local Community** - The Project Team, through discussions with City staff and/or the local Councillor, may host and/or present at Public Information Sessions online or in a local venue to communicate the details of the development plan and the redevelopment process. The information sessions would allow the public to review graphic displays on the redevelopment, speak with the Project Team, and share their views on the overall plan.

Immediately following this submission, the project team will meet with the community on July 14th.

The local community will be consulted using the following strategies:

- Public Open Houses
- Workshops
- Canvassing
- Website

**Adjacent Land Owners** - The Project Team may reach out to adjacent landowners throughout the development approvals process to discuss the joint development needs of the Site and immediate concerns of neighbours.

Neighbouring land owners may be consulted through:

- Small Group Meetings
- One-on-One Meetings.



# PAST CONSULTATION

The consultations listed below can reach external as well as internal audiences. Feedback from consultations that have already occurred has been integrated into the creation of the plans for redevelopment where possible given the change to the development site and the resultant changes to the Proposed Development.

## COMMUNITY IDEA CENTRE

In 2017-2018, the Community Idea Centre (CIC) was erected inside the former Zellers store to keep the community informed on the application process and plans for the site. Between October 2017 and February 2018 there were 769 unique visitors to the CIC. Throughout 2018, the CIC was open 4 days per week, and was used by local non-profit groups as a community space.



Public Open House #2 in Community Ideas Centre



Public Open House #2 in Community Ideas Centre



# PUBLIC OPEN HOUSES

The Owner participated in three Public Open Houses, on June 14th and October 14th, 2017, and on April 18, 2018. The June 14th 2017 Open House served to gather ideas from the community about their ideas for the redevelopment. The second Open House, in October, was used to present preliminary concepts to the community and gather feedback.

The second Open House was also the official launch of the Community Idea Centre. A third Public Open House was hosted by the City of Toronto on May 5, 2018. At that meeting, community members were encouraged to draw and describe their ideas for the Subject Lands.

# WEBSITE

In conjunction with the Community Idea Centre, the Owner launched a website as a resource of information on the project, including deliverables, and a forum for obtaining feedback. The website can be found at the following link: [www.choicereit2280.ca](http://www.choicereit2280.ca).

### PUBLIC OPEN HOUSE

Choice Properties REIT is intending to redevelop the south-east corner of Bloor & Dundas. Before any applications are submitted to the City, we want to hear from the community. Choice Properties REIT is working with the TCDSB, with the goal of incorporating a new school in the project.

Choice Properties REIT will be hosting a pre-application open house at 2280 Dundas Street West on **Wednesday, June 14, 2017 from 5:30pm to 8:30pm** to gather ideas from the community. Welcoming remarks by Councillor Perks will begin at 7:00 pm followed by a formal presentation by Choice Properties REIT. City of Toronto Planning staff will be in attendance for questions and comments.

Please stop by at any time to learn about the preliminary ideas, meet the project team, and share your ideas.

This is a Family-Friendly Event. Kids activities, food and beverages will be provided.

**Choice Properties**

### Bloor & Dundas

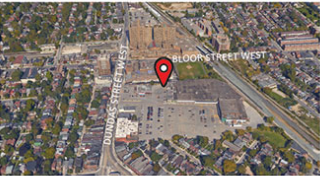
#### OPEN HOUSE DETAILS

DATE: Wednesday, June 14th, 2017

TIME: 5:30 - 7:00 PM - Information Drop In  
7:00 - 7:30 PM - Formal Presentation  
7:30 - 8:00 PM - Question Period  
8:00 - 8:30 PM - Information Drop In

PLACE: 2280 Dundas Street West  
Former Zellers Space, entrance north of LCBO, behind Kal Tire

#### OPEN HOUSE LOCATION



Invitation to Public Open House #1

# RESPONSE FORMS

Response Forms help communicate key elements of the design concept and will help ensure a full range of ideas and opinions from the public are appropriately captured. They have been used in the past and will continue to be used on the project website. These forms can also be used at future Public Open Houses to discuss tailored questions, record input, gather contact information, and organize feedback. The use of response forms will be discussed with City staff.

# SOCIAL MEDIA TOOLS

The Owner may also consider the use of other social media tools such as Facebook and Twitter, as necessary, to provide updates on the project and promote upcoming events.

2280 DUNDAS ST WEST, TORONTO

THE PROJECT

IDEA CENTRE

NEWS & EVENTS

YOUR IDEAS

FRANÇAIS



Choice Properties

Project Website

### FEEDBACK

Please fill out the form below to book your event at the Community Idea Centre. We will respond to your request shortly.

Full Name \*

Postal Code \*

Do you live and/or work in the area?

☐ Live  
☐ Work  
☐ Other

Age

Email \*

Would you like to be contacted with future updates? \*

☐ Yes  
☐ No

1. Our vision is to transform the property into a destination that knits together the surrounding neighbourhoods. Out of these 5 categories please rank what is most important to you.

Cycling/Pedestrians  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Public Open Space  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Architecture/Design/Public Art  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Retail  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Green Space  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

2. Our goal is to create a vibrant neighbourhood hub that serves the communities' needs. What type of shops, services and amenities would you most like to see in the neighbourhood?

☐ Loblaw / LCBO  
☐ Retail  
☐ Community Space  
☐ Green Space  
☐ Businesses

3. Building a project that will contribute to a healthy community is important to us. We are thinking about social and environmental sustainability, walkability and design for all ages. Please rank the features that you would like to see included in your community.

Cycling/Pedestrians  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Public Open Space  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Architecture/Design/Public Art  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Retail  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

Green Space  
☐ 1 Most Important ☐ 2 ☐ 3 ☐ 4 ☐ 5 Least Important

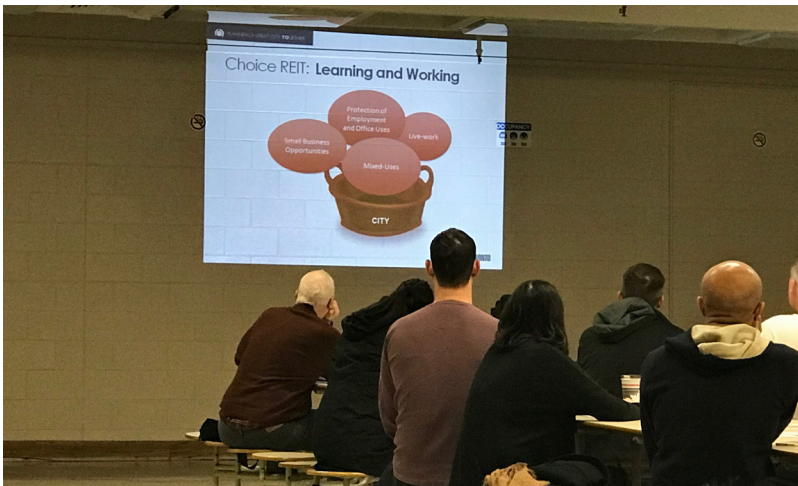
4. What category is most important for us to consider as we develop our plans?

Response Form on Project Website



# CITY WORKSHOPS

On the evenings of December 11th and 12th, 2017, City staff hosted two public workshops to allow City staff and the local Councillor to understand what the community envisions for this site. City Planning staff hosted round table discussions which focused on key themes such as Built Form and Use, Public Realm, and Sustainability. The City presentation can be found here. <http://gordperks.ca/2280-dundas-street-west-december-2017-presentation/>





## URBAN LAND INSTITUTE

In 2016, the Urban Land Institute (ULI) launched the 2017 Bloor-Dundas Leadership Program. The mission of this program is to cultivate thought and industry leadership by immersing emerging leaders in the real estate and land use industry in the challenges and opportunities of developing the Greater Toronto Area. The group consists of 30 voluntary participants from the city-building industry.

During the course of the 8-month program, participants studied the Bloor-Dundas area, with the goal of developing a workable community plan for this area of the city. The group looked at the Subject Lands specifically as a development opportunity site.

The Owner chose to participate in the meetings to the extent possible, and in particular attended three sessions which examined:

- Architecture, Development, and Urban Design Considerations
- Charrette Working Sessions
- Wrap Up with Team Presentations

Information on the ULI presentations can be found here:

<http://toronto.uli.org/ulp-presentations/>.



View from the Corner of Bloor Street West and Dundas Street West Looking Southeast .

SOURCE: Rendering for Urban Land Institute presentation.



## NEW CONSULTATION

### NEW WEBSITE

In conjunction with the submission of the new planning applications, the applicant will launch a website as a resource of information on the project, including deliverables, and a forum for obtaining feedback. The website can be found at the following link: [www.choicereit2280.ca](http://www.choicereit2280.ca).

### COMMUNITY CONSULTATION MEETING

The local Councillor will be hosting a Community Consultation Meeting on July 14, 2022. This meeting will serve as an opportunity for the applicant and its consultant team to present the Proposed Development to the community and to gather input from the community about their ideas for the changes to the development concept.

### CANVASSING

Canvassing has previously been employed to get the word out about the project, introduce the Project Team, and notify residents of upcoming community meetings. The applicant may use this approach to continue to gather feedback from the community.

### CITY WEBSITE

All submission materials will be posted on the City of Toronto application website as per City requirements once the application materials are submitted.

### MEETINGS WITH CITY STAFF

On June 21, 2022 the Project Team met with City staff for Pre-Application Meeting #1. Subsequent meetings will be held as deemed appropriate in the development approvals process.

### COMMUNITY IDEA CENTRE

There are no current plans to re-open the Community Idea Centre.



MASTER PLAN TIMELINE

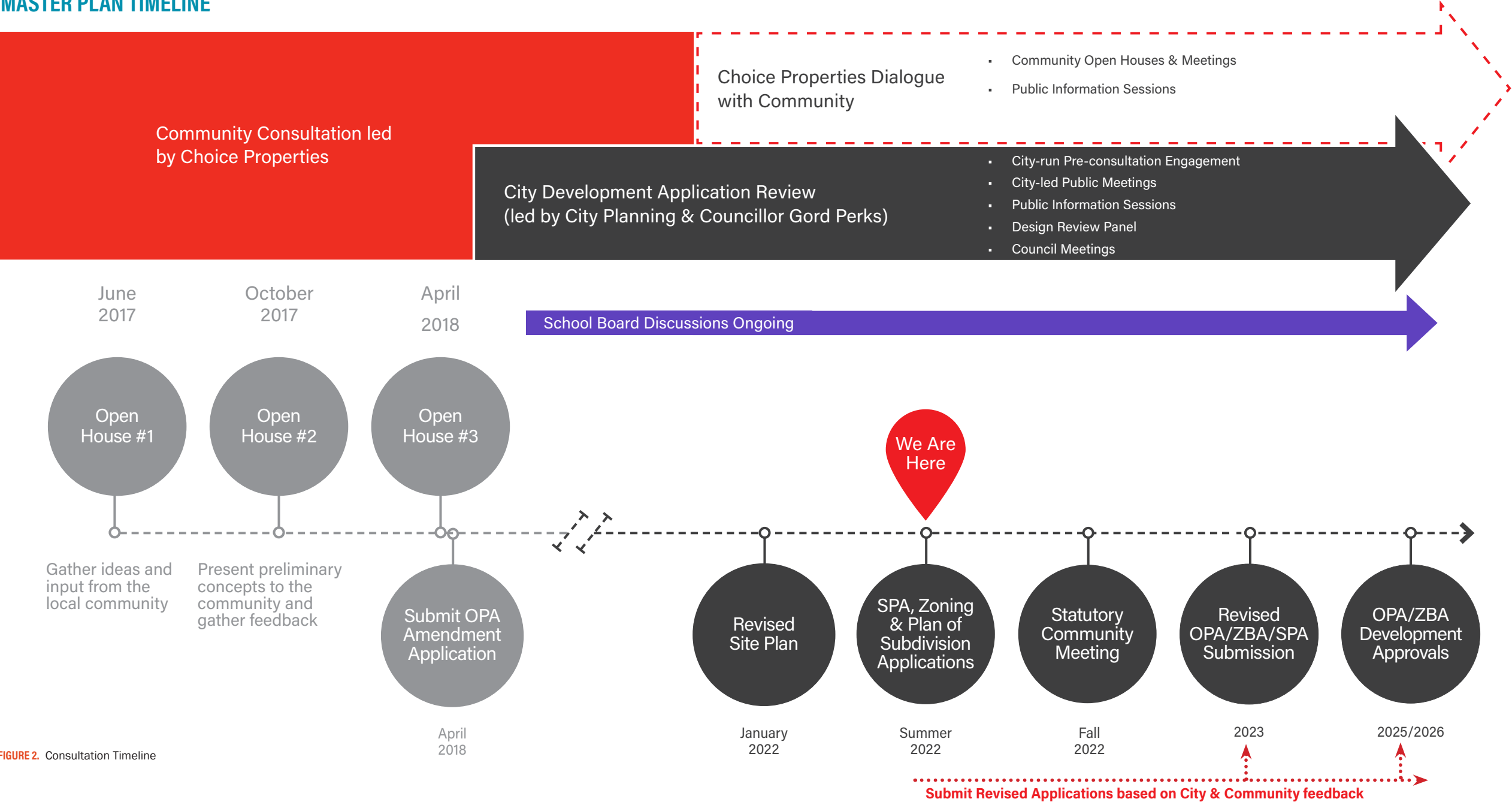


FIGURE 2. Consultation Timeline



## FOUR COMMUNITY BUILDING PRIORITIES



### SUSTAINABILITY AND RESILIENCE

**Choice Properties Limited Partnership is committed to creating healthy, sustainable communities.**

The Proposed Development has been designed to achieve and exceed contemporary sustainability standards and meets the Toronto Green Standard V4. In particular, the detailed design of the Proposal will prioritize energy efficiency by utilizing 30% glazing, will utilize low-carbon building materials, and will explore the potential for ground source heat exchange systems to reduce energy consumption on site. The Proposal will also prioritize a strong connection to nature through a range of natural elements that will be incorporated and explored through architectural, landscape, and engineering design such as a large 4,400m<sup>2</sup> public park and other landscape and biophilic elements (TK% open space coverage) creating a very permeable neighbourhood that can absorb and filter rainwater and reduce heat island effects.

The new buildings will also make efficient use of existing municipal resources, as well as a compact and transit-oriented development form that will prioritize active transportation and transit usage, and help promote a more sustainable modal shift away from private automobile use, providing space for electric and shared vehicles, charging stations, and other traffic demand management (TDM) measures. The TDM measures and enhanced pedestrian and cycling connections to encourage low-impact travel modes and active transportation. The development will encourage active transportation by incorporating generous and accessible sidewalks and pathways throughout the Subject Lands, as well as large bicycle parking facilities. The active transportation infrastructure is expected to reduce the on-site demand for parking and automobile trips.

### VIBRANCY AND THE ECONOMY

**The Proposal envisions a complete community where a large residents and visitors will interact, live, work, shop, social, and recreate.**

The existing site conditions are heavily focused on surface parking and car-oriented uses, creating a large gap in the otherwise consistent street wall to the south and potentially unsafe pedestrian movements. The proposed development will repair the eastern edge of the street and provide a consistent streetwall with new retail units including a Loblaws. Retail uses flow into the Site from Dundas St W, drawing visitors into the site and creating active nodes that border on and spill into the new public park and other open spaces. The proposed development will deliver a new, U-shaped public street that will improve mobility within and through the site and employ a complete street framework to ensure safety and ease of movement for all users. Street trees, plantings, and other landscaping features will improve the new network of streets and open spaces creating an inviting atmosphere for current and future community members who work, live, or shop on or near the site. The mix of uses will allow residents and employees to meet many of their daily needs on site.

The Proposal also includes a series of landscaped open spaces that will greatly expand the open space network in this neighbourhood. The new 4,400m<sup>2</sup> park and open spaces will create new neighbourhood focal points and will be designed with multiple uses in mind—with materials and features to suit—and feature views of the Toronto skyline that create moments of orientation and a sense of place.







## COMMUNITY AND INCLUSIVITY

**Inclusivity and community life are priorities of the Proposed Development, and as such it will provide a diverse range of housing, in terms of tenure type, unit size, typology, and price.**

The development will provide affordable housing, three purpose-built rental towers, and market units in a variety of sizes (including townhouses) to provide a range of housing options. The development contributes 1,875 new dwelling units including 31% 2-bedroom units and 10% 3-bedroom units, and 735 rental units. This will result in a new neighbourhood for people at all stages of life, supporting the long-term health and vibrancy of the community as a whole.

The retail-focused base buildings are also knitted together with a unified open space and public realm fabric, resulting in a ground plane condition throughout the site that invites use by the wider community. The new 4,400 square metre public park that will provide an invaluable outdoor amenity for the surrounding neighbourhoods as well as those who will live and work on the site in the future. The new public park will be safe and animated, incorporating a high-quality design including seating, a sun deck, ample trees, and other landscaping elements. All building edges around the park will be animated with active uses at grade including commercial uses with patios, residential amenity areas, and townhouses. The central location of the park and connections through it will improve the porosity of the site, allowing for numerous paths through the Proposed Development. The diversity of residential and employment uses, connected by a cohesive landscape framework and co-located with transit access, will create a neighbourhood that is appealing to all members of the community and vibrant at all times of the day.



## TRANSIT SUPPORTIVE DEVELOPMENT

**Providing for growth while supporting and connecting to the existing neighbourhood is a fundamental principle of the Proposed Development.**

The Subject Lands are located within two MTSAs which are intended to accommodate growth to achieve provincial targets for people and jobs. This proposal provide residenital density to an appropriate site, contribute to transit-orientated intensification in an appropriate built form, and introduce new opportunities for people to live and work in close proximity. The proposed development responds to this transit service provision by orienting the residential intensification toward the north end of the site and provides an appropriate transition to midrise built form at the south end of the site, limiting the visual impacts on the existing neighbourhood. The Proposal will also provide appropriately scaled podiums and streetwalls throughout the site and will minimize shadow impacts through careful tower orientation and spacing. The project aims to revive a key intersection and create a new community hub that supports the city's transit and density targets while also providing much-needed housing options, including affordable and rental units, and a range of employment spaces that will meet the needs of Toronto's diverse and growing economy. The Proposal envisions a coordinated land use arrangement, with the Subject Lands providing necessary, transit-supportive intensification without causing inappropriate impacts on the surrounding context. This land use strategy will offer enhanced connectivity between the housing on site and the wider metropolitan area, which will support the viability of the transit system.



## DESIRED OUTCOMES

**The objectives of this public consultation process are to inform, consult with, and involve existing tenants, local stakeholders, the local Councillor, City staff, and members of the broader community in the development application process. The Project Team hopes to build on the existing relationships between building management and tenants and make refinements to the Proposed Development as the consultation process continues.**

By the end of the consultation process, the intended outcomes include:

- Generating awareness in the surrounding community of:
  - The purpose of the application
  - The details of the Proposed Development
- Establishing a process of ongoing dialogue with the City, the public, stakeholders, and the broader community including the Ritchie-Herman-Golden-Silver residential neighbourhood and the existing tenants and employees on site, to understand multiple aspirations, priorities, concerns and perspectives and how they could be accommodated and/or addressed in the Proposal.
- Ensuring that existing tenants were informed of the Proposed Development and the rental replacement process, had their questions answered, and were provided with the most up to date information.
- Incorporating community feedback into the development concept, wherever possible and appropriate, to achieve city building, placemaking, and neighbourhood cohesion objectives.



## AREAS OF IMPACT AND SCOPE OF CONSULTATION

The Subject Site is located in Toronto's west-end south of the intersection of Bloor St W and Dundas St W, and north of the Ritchie-Herman-Golden-Silver residential neighbourhood and Roncesvalles further south. The surrounding area is characterized by tall mixed-use buildings, mid-rise buildings, main street retail, and low-rise residential uses. The Subject Lands are located within the draft boundaries of two Protected Major Transit Station Areas.

In order to determine the geographic area of impact and the scope of consultation needed, the following direct and indirect impacts were considered:

### DIRECT IMPACT:

- Tenants working in the existing commercial buildings on the Subject Lands will experience tenancy disruptions;
- The phasing strategy is predicated on a Loblaws grocery store always being operational on-site;
- Adjacent residents living in the low-rise residential area to the south of the Subject Lands will also be directly impacted, particularly in terms of views and anticipated activity generation. These residents will also benefit from the new public park, significant public realm improvements, and new and improved retail experiences; and
- Adjacent residents living in the surrounding buildings will be impacted by shadowing, views, and activity generation, as well as construction impacts, but will also benefit from the new public park and significant public realm improvements, as well as access to new housing options within their neighbourhood.

### INDIRECT IMPACT:

- The Proposed Development provides transit-supportive densities and will generate transit users for the numerous higher-order transit services within 500m of the Subject Lands;
- The Proposed Development will increase the density within the Bloor-Dundas area, which is currently seeing a decline in population. The development will contribute to the optimization of land in proximity to public infrastructure and an array of services and uses;
- The Proposed Development will increase housing supply and provide a variety of tenure types, unit sizes, and configurations, which provides increased housing options for new residents from within and outside the City;
- The Proposed Development will deliver public amenities including parkland and new public streets and will contribute towards the creation of a more complete and healthy community; and
- The Proposed Development will have positive economic impacts in terms of job creation, with over 500 jobs on-site, plus construction jobs, which could benefit adjacent communities and residents of the City more broadly.



# DEMOGRAPHIC PROFILE AREA

## HOUSING AND HOUSEHOLD COMPOSITION

The Study Area is home to 19,060 private households. There is a greater proportion of 1-person households in the Demographic Study Area than across the City (36.6% vs 32.3%); there is also a greater proportion of 2-person households than across the City (31.4% vs 29.9%). The City has a consistently greater proportion of 3, 4, and 5 or more person households than the Demographic Study Area. The Demographic Study Area has a smaller average number of persons per household (2.2) than the City (2.4).

The most common dwellings in the Demographic Study Area are apartment buildings. In the Demographic Study Area, 44.6% of dwellings are apartment buildings under 5 storeys, compared with only 14.9% across the City. Apartment buildings of 5 storeys or more comprise 21.2% of dwellings in the Demographic Study Area. Across the City, 44.3% of dwellings are apartment buildings of the same type. Further, there are fewer single detached houses in the Demographic Study Area (10.8%) than in the City (24.2%).

This suggests that apartment units are quite common in the Demographic Study Area, and as household sizes tend to be smaller than across the City, these unit types may be in demand for residents in the Study Area.

## FAMILY CHARACTERISTICS

The Demographic Study Area is home to 10,905 census families. Of these families, 9,120 are couples and 1,785 are lone-parents. There is a smaller proportion of couple families with children in the Demographic Study Area than across the City (42.4 vs 55.8%) but a higher proportion of couple families without children (49% vs 44.2%). The Demographic Study Area also has a slightly smaller average family size than the City (2.8 vs 2.9). While this could suggest a decreased demand for childcare services, given the higher proportion of children under 4 years, there may be a growing demand for childcare.

## IMMIGRANT POPULATION

Immigrants make up a smaller proportion of the Demographic Study Area's population than across the City (29.5% vs 48.6%). Immigrants in the Demographic Study Area are more likely to have arrived in Canada before 1990, and less likely to have arrived between 2001-2016 than immigrants across the City.

As Figure 14 illustrates, the region of birth of the immigrant population in the Demographic Study Area is quite different to that of the City's overall immigrant population. The Demographic Study Area has a high population of immigrants from Portugal and Poland, as well as from the United Kingdom and United States.

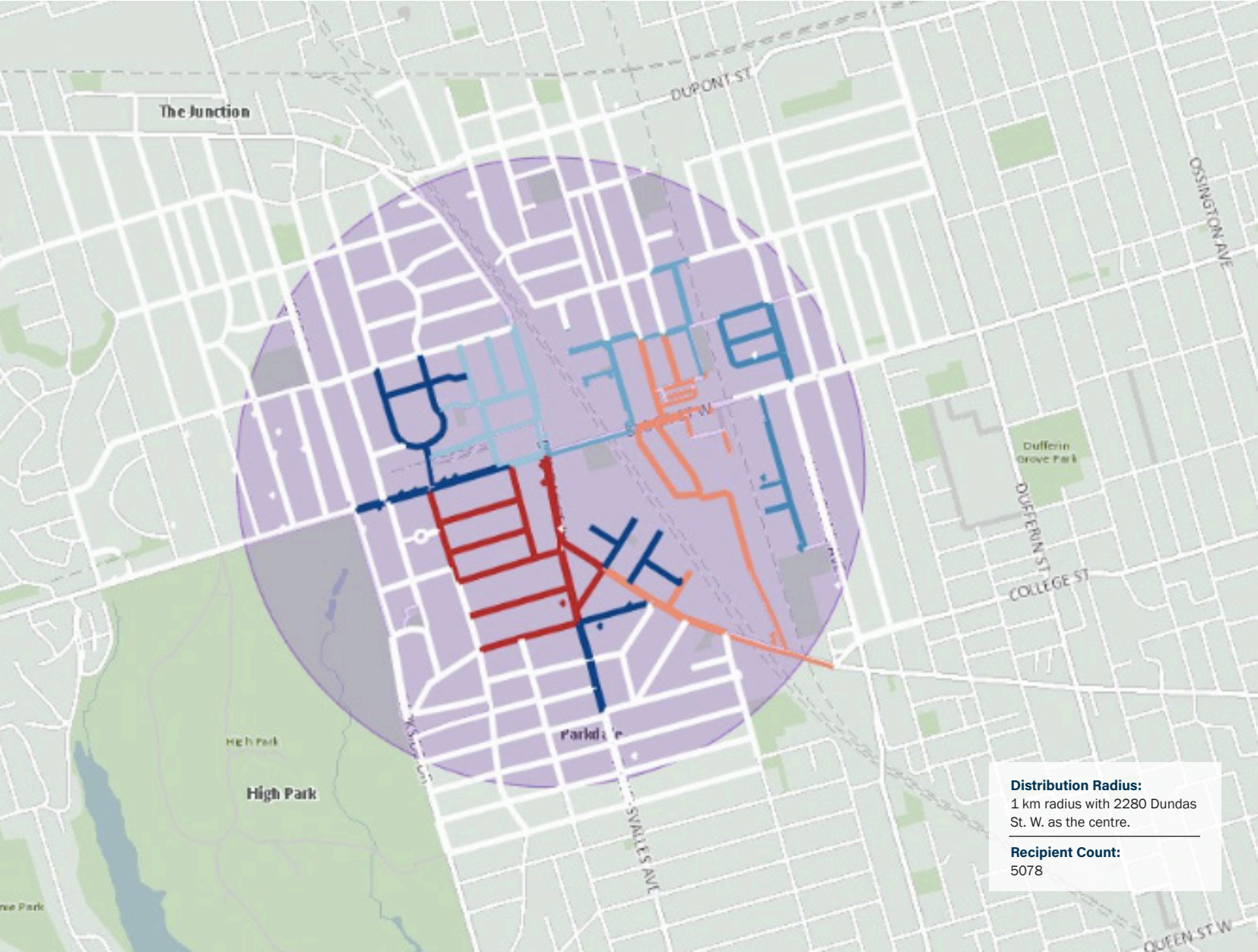
More residents speak English at home (79.1%) in the Demographic Study Area than the City average (64.3%). In addition, the top five languages spoken at home in the Demographic Study Area are markedly different from those spoken throughout the City. The Study Area has a higher proportion of Portuguese, Spanish, Polish and Cantonese home languages, while the City's most commonly spoken home languages after English include Mandarin, Cantonese, Tagalog and Tamil.



## ENGAGEMENT AREA

An Engagement Area has been selected, encompassing a radius of approximately 500 metres to 1 km around the Subject Lands. The 500 – 1000 metre radius has been selected because it includes adjacent landowners and those that are within close proximity to the Subject Lands and will be directly or indirectly impacted by the Proposed Development. These include residents in the residential buildings directly north, south, and west of the Subject Lands, as well as members of the school community.

Stakeholders and community members within this Engagement Area will be targeted for consultation and will receive information, invitations, and updates relating to this development application through a variety of communications and outreach channels. The proposed Engagement Area is over 4-times the 120-metre radius required under the Planning Act as the minimum notice area for a Proposed Development. However, it is understood that the proposal may draw the interest of a broader stakeholder group, and the Project Team will continue to work with City staff through the application process to expand the engagement area if required.



**Distribution Radius:**  
1 km radius with 2280 Dundas St. W. as the centre.

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**Recipient Count:**  
5078

Figure 4: Outline of the Distribution Routes



# AUDIENCE

This section identifies the demographic profile for the Demographic Profile Area and analyzes the findings against the demographics for the profile area and the City of Toronto as a whole, where available. The Demographic Profile Area's boundary contains 10 census tracts, as noted in Figure 5.

Using 2021 Census data (and 2016 where 2021 data is not yet available), the demographic analysis includes findings on age, sex, education level, income level, home language, household size, and housing tenure and type is summarized as follows:

- The population decreased by 3.8% between 2016 and 2021. This is compared to a growth rate of 4.5% for the City overall in the same period;
- It contains a much higher proportion of adults aged 25 to 44, and a lower proportion of children 10 to 19 than the City of Toronto and contains a higher proportion of children aged 0 to 4 than across the City;
- The ratio of couple families to lone parent families is significantly higher in the Demographic Study Area (83.6% to 16.4%) than across the City (78.7% to 21.2%);
- There is a higher proportion of 1-person households in the Demographic Study Area (36.6%) than in the City at large (32.3%);
- A much greater proportion of the Demographic Study Area's population lives in apartment buildings under 5 storeys (44.6%) than across the City (14.9%);
- While English is the most commonly spoken language at home in the, the next languages include Portuguese, Chinese languages, Spanish, and Polish.
- The labour force participation rate is higher in the Demographic Study Area than across the City (75.34% vs 64.7%); and
- The median after-tax income of economic families in 2015 was \$89,102 in the Demographic Study Area, higher than the City's rate of \$73,530.

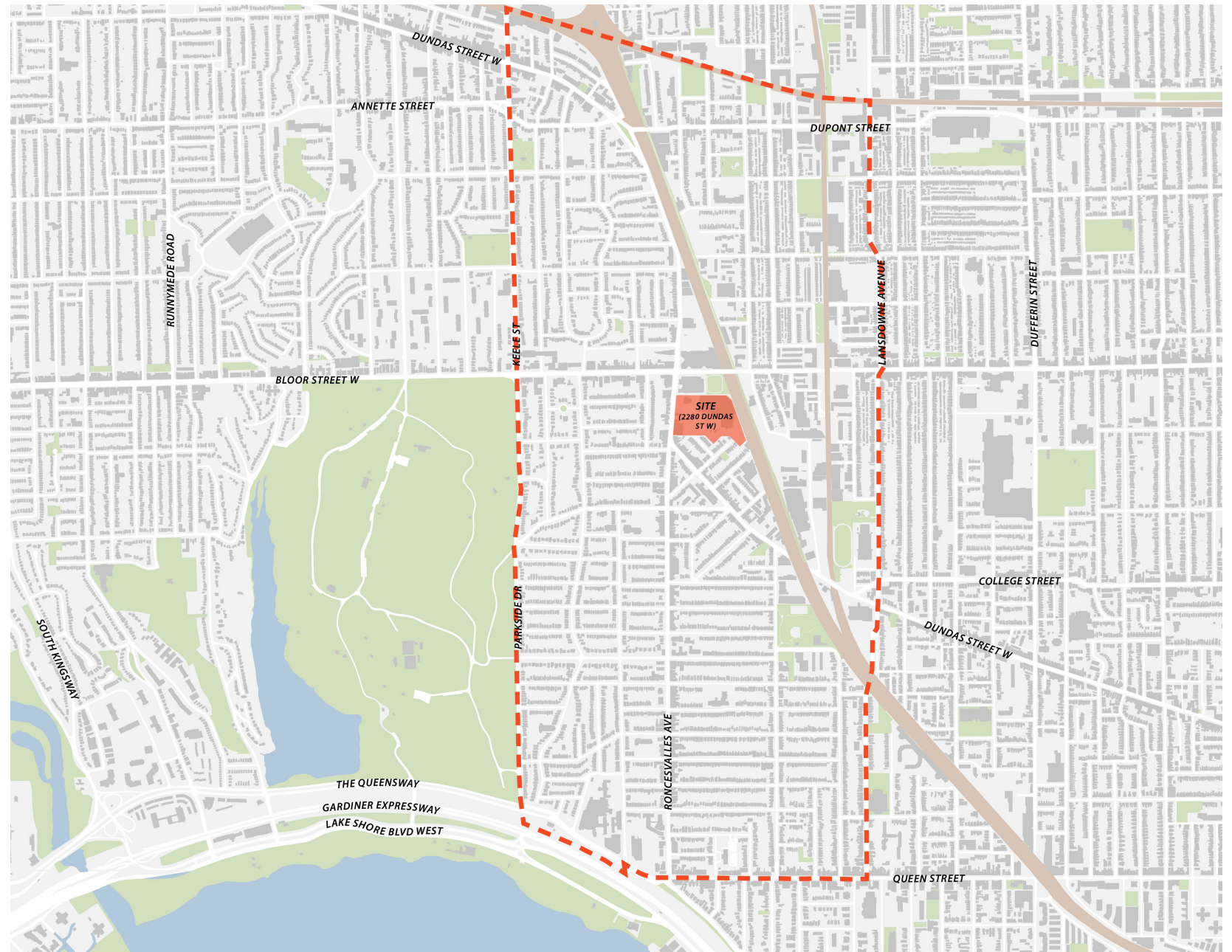


Figure 5: The Subject Site and Study Area

## LIST OF MATTERS TO BE ADDRESSED

**Based on 2017-2018 discussions with the community, local Councillor, and City staff (based on the old development concept) and the more recent pre-consultation discussions with City staff, the Project Team has a preliminary understanding of the potential concerns and aspirations of relevant stakeholders. The following key matters will be addressed through a coordinated and strategic consultation process.**

### BUILT FORM AND MASSING

The Proposed Development will intensify the underutilized Subject Lands, which are currently occupied by a large commercial plaza and other lower-scale buildings. The Proposed Development has been strategically massed and designed to fit within its immediate context, as well as the planned and evolving context of the Bloor-Dundas area. The towers are located on the northern edge of the Subject Lands, and 7-10 storey mid-rise buildings are proposed along the southern edge to provide an appropriate transition from the lower-scale neighbourhood area to the south. The siting of the buildings will also allow for a well-defined street edge condition along Dundas St W as well as a new public street system.

### SHADOWING

In order to assess shadow impacts, Urban Strategies Inc. prepared a Shadow Study. The majority of the shadow cast by the proposed residential towers will fall on the school site to the north and the rail corridor to the east. Most of the shadows fall on properties designated as Mixed Use Areas, within a designated MTSA that is planned for additional height and density. This Shadow Study demonstrates that the shadows created by the Proposal are appropriate for a major urban intensification area, and that little shadowing will be cast on the proposed public realm as a result of the proposed development, nor on any existing or planned public parks.

The shadows resulting from the proposed development have been adequately limited by implementing a responsive massing and design strategy, with a uniquely shaped tower floorplates, setbacks and stepbacks, orienting the tower in an east-west direction, and ensuring a minimum 25 metre tower separation distance can be achieved within and to future development sites.

The new shadows are also regarded as acceptable given the broader community and public realm benefits associated with the Proposed Development, and most critically the creation of a new public park and open space and the proposed new public street system. Overall, the shadows created by the Proposed Development are considered to be acceptable, given their moderate impact on designated Neighbourhoods, and given the policy directives for the Site to accommodate transit-supportive densities.

### PARK DESIGN

The Proposed Development includes a new 4,400 square metre public park located at the centre of the site. While the City's typical parkland process only requires the dedication of the parkland at base condition, the applicant will work with City staff to discuss the potential for delivering Above Base Park Improvements. While the Proposed Development includes a well thought out design for the public park, ongoing discussions will continue with Urban Forestry, Urban Design, and the broader community regarding the design of the Park.

### PUBLIC REALM IMPROVEMENTS AND STREETSCAPE DESIGN

Nearly 48% of the Subject Site is dedicated to the public realm and open space (parks, open spaces, streets, and widened sidewalk areas). The Proposed Development will contribute towards streetscape improvements along Dundas St W including the widening of the sidewalk, and will provide ample sidewalks along the new public streets, creating an attractive and inviting streetscape condition around and within the site. The Proposed Development will also create a new street connection to Ritchie Street and an improved pedestrian link to Herman Avenue.

### TRAFFIC IMPACTS

The Proposed Development represents an intensification of the Subject Site and may generate additional traffic on adjacent streets. However, the Transportation Considerations Report prepared by BA Group and included with this submission, concludes that all intersections within the Study Area will continue to operate at an acceptable level of service. The Proposed Development aims to minimize traffic impacts by promoting active transportation and transit ridership. The Proposed Development includes 2,243 bicycle parking spaces in high-quality, dedicated facilities and provides reduced parking standards in line with By-law 89-2022. Given the Subject Lands proximity to the Dundas TTC Station, Bloor GO station, and UPX, as well as the future Bloor-Lansdowne GO Station, it is anticipated that the vast majority of residents will travel as pedestrians, cyclists, or by public transit, rather than by private vehicle.

### RENTAL REPLACEMENT

The Proposed Development will replace all of the existing 8 rental units with units that are the same type, similar in size, and offered at similar rents. The existing building is vacant. The Owner and project team will work with City staff to meet statutory requirements.

### COMMUNITY BENEFITS

The Owner will work with City staff throughout the development review process to ensure that appropriate community benefits are secured. We expect that the list of issues will be refined as the proposal is circulated and reviewed by interested residents and stakeholders. The Project Team is committed to working with residents, stakeholders, and City staff to ensure that all matters on this list are appropriately addressed through the redevelopment and consultation process.



