



GOLDBERG GROUP

PUBLIC CONSULTATION PLAN

PROPOSED SITE PLAN & ZONING
BY-LAW AMENDMENT
APPLICATION

1437 – 1455 Queen Street West
City of Toronto

Prepared for :
Jameson Plaza Limited

April 2023

Table of Contents

1.0	INTRODUCTION.....	1
2.0	PURPOSE OF CONSULTATION.....	1
3.0	KEY MESSAGES.....	2
4.0	DESIRED OUTCOMES.....	3
5.0	SCOPE OF CONSULTATION.....	3
	Proximal Impact Area	4
	Neighbourhood Impact Area	4
6.0	AUDIENCE	5
7.0	LIST OF MATTERS TO BE ADDRESSED.....	6
8.0	COMMUNICATION & CONSULTATION STRATEGY	6
9.0	EVALUATION.....	7
10.0	CONCLUSION	8

1.0 Introduction

Goldberg Group was retained by Jameson Plaza Ltd. (the “Owners”) to assess, from a land use planning perspective, a Zoning By-law Amendment (ZBA) application for the lands municipally known as 1437-1455 Queen Street West (the “subject site”) (**Figure 1**). The subject site is currently occupied by a series of 1 or 2 storey commercial buildings. The application proposes to demolish the existing buildings and construct a new 12-storey mid-rise building containing 249 new dwelling units, a total of 16,787 sq. m of residential gross floor area (GFA), and 789 sq. m of retail and commercial GFA, which results in a total Floor Space Index (FSI) of 5.48, pursuant to GFA calculations under By-law 569-2013.

The purpose of this report is to set out the Owner’s strategies for facilitating engagement with the general public. Furthermore, it addresses the City of Toronto’s Terms of Reference for the Public Consultation Strategy which includes the Owner’s purpose of consultation, key messages, desired outcomes, scope of consultation, audience, list of matters to be addressed, communication and consultation strategy, and evaluation methods. In accordance with the terms of reference, this report is subject to amendments, in collaboration with planning staff, as required throughout the progression of the public consultation process.

An initial public consultation meeting took place on March 22, 2023 with the Owners team, City Staff, Councillor Perks and members of the community.

2.0 Purpose of Consultation

In consulting with the public, the owner seeks to accomplish several objectives:

- **Sharing Information** about project details and updates to keep the public informed.
- **Fostering Communication** between all interested persons and groups within the community.
- **Building Partnerships** through facilitating input and feedback from the public.
- **Analyzing Feedback** to identify and understand the essence of public input and feedback.
- **Translating into Action** the results of feedback analysis into the project, where viable.
- **Reporting Back** to the public with the outcome of the consultation strategy.

3.0 Key Messages

The Owner has a number of key messages that it wishes to deliver to the public through the consultation process. These messages not only intended to provide clarification about the project but also serve as a catalyst for fostering dialogue about various aspects of the proposal. These key messages include:

Project Description - The proposed development is a 12-storey mixed use building. The ground floor includes retail uses along Queen Street West. The project consists of a mix of 249 new dwelling units, a total of 16,787 sq. m of residential gross floor area (GFA), and 789 sq. m of non-residential GFA. This results in a total gross floor area of 17,576 sq. m

Area & Policy Context - The subject site has frontage on Queen Street West. The subject site is designated in the City of Toronto Official Plan (City OP) as *Mixed Use Areas* on Map 18 - Land Use Plan, and is located in *Avenues*, as shown on Map 2 - Urban Structures of the City OP. The adjacent and nearby surrounding lands to the north, east and west are primarily *Mixed Use Areas*; however, immediately southeast of the subject site is lands designated as *Apartment Neighbourhoods* and immediately southwest are lands designated *Neighbourhoods*. The subject site is zoned Mixed-Use District (MCR) under the former City of Toronto Zoning By-law 438-86 and Commercial Residential (CR) under the current City-Wide Zoning By-law 569-2013.

Several streetcar and bus routes are also located within proximal distance to the subject site including the following:

- 501 Queen streetcar route operates between Neville Park Loop and Long Branch Loop, generally in an east-west direction along Queen Street.
- 504 King streetcar route operates mainly along King Street and between Broadview Station and Dundas West Station on Line 2 Bloor-Danforth. The closest stop to the subject site is approximately 370m to the south.
- 29 Dufferin Street bus route operates in a north-south direction between Wilson Station on Line 1 Yonge-University and Exhibition Place. The closest bus stop to the site is approximately 750m towards the east.
- The 929 Dufferin Express bus route operates in a north-south direction between Wilson Subway Station on Yonge-University Line 1 and Dufferin Gate Loop. The closest bus stop to the site is approximately 750m towards the east.
- 47 Lansdowne bus route operates generally in a north-south direction between Yorkdale Road at Go Terminal – Yorkdale Station, and Queen

Street West, along Lansdowne Avenue. The closest bus stop is approximately 75m across the street from the subject site to the east.

Urban Design Features - The subject proposal has an attractive design that will enhance the pedestrian environment and compatibly fit in its existing and planned context. The proposed mixed use building has been designed to mitigate massing effects on the surrounding area by providing for appropriate building setbacks and stepbacks.

Public Realm/Benefits – The proposed retail spaces and building entrances will be highly visible from the street, further activating the streetscape. Convenient access to transit is provided, including the 501 Queen Streetcar route which serves Queen and Osgoode Stations on Line 1 Yonge-University.

Commitment to the Community - The Owner has a genuine interest in working with the community in a meaningful way throughout the development process. This will be achieved through meaningful conversation to determine what community needs might be achieved with the proposed development.

4.0 Desired Outcomes

On completion of the strategy, the Owner intends to have achieved a consultation process which was:

- **Informative and Engaging** for all interested persons and groups that participated.
- **Effective** for capturing and identifying public input and feedback.
- **Accessible** for all participants regardless of physical, mental or other potential barriers.
- **Coherent** to participants of all age groups, academic levels, and language proficiencies.
- **Beneficial** to improving the Proposal through integrating public input, where viable.
- **Transparent** to all participants as to the methodologies and outcomes of the consultation.

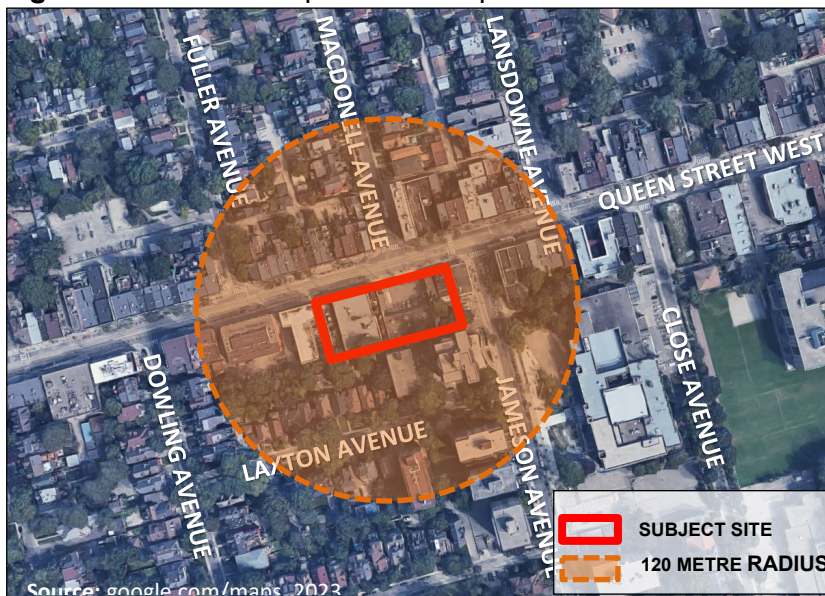
5.0 Scope of Consultation

The scope of the public consultation strategy contemplates two key areas of impact, a proximal impact area and a neighbourhood impact area:

Proximal Impact Area

The proximal impact area is defined by an approximately 120 metre radius calculated from the center point of the site outwards. This area is roughly demonstrated in **Figure 1**. The proximal impact area takes into account that residents, businesses, and community groups within the immediate vicinity of the site may have greater interest in the development of the site. As such, those potentially impacted by the proposal in the Proximal Impact Area may require a higher level of strategic engagement.

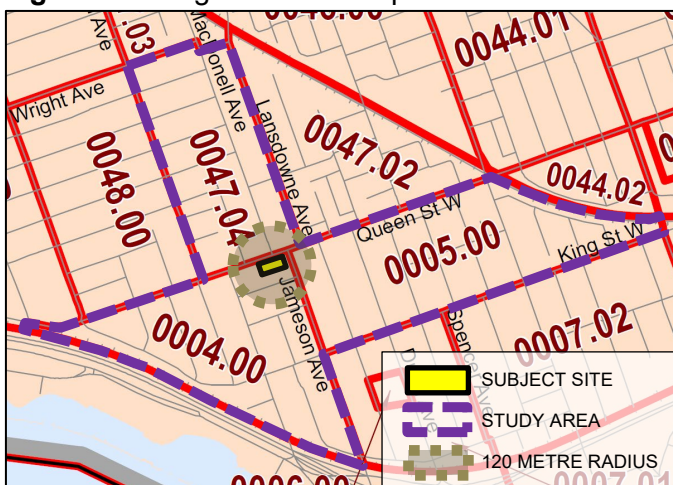
Figure 1 – Proximal Impact Area Map



Neighbourhood Impact Area

While the proposal is not anticipated to have neighbourhood wide impacts, defining the Neighbourhood Impact Area is important for considering the demographic profile of the neighbourhood as well as the how the proposal fits within the neighbourhood context. To illustrate an accurate demographic perspective, an analysis of the three Census Tracts adjacent to the site has been conducted. The three Census Tracts analyzed are Census Tract 0004.00, 0005.00, and 0047.04 (**Figure 2**). The demographic profiles of these Tracts have been analyzed for the purpose of establishing the Neighbourhood Impact Area.

Figure 2 – Neighbourhood Impact Area – Census Tracts 0004.00, 0005.00 and 0047.04



6.0 Audience

The data in **Table 1** below is comprised of 2021 Statistics Canada Census Population data. The Table compares the three (3) most localized Census Tracts with the census data for the entire City of Toronto.

Table 1 - Demographic comparison between Census Tracts 0004.00, 0005.00 and 0047.04 with the City of Toronto (Census 2021)

INDICATORS	Census Tract 0004.00	Census Tract 0005.00	Census Tract 0047.04	City of Toronto
Population	6,306	6,957	2,773	2,794,356
Age				
0-14 years (children)	10%	9%	16%	14%
15-24 years (youth)	8%	10%	9%	11%
25-64 years (working age)	69%	69%	63%	58%
65+ years (pre-retirement)	13%	12%	12%	17%
Academic Attainment (Ages 25-64)				
No Certificate, Diploma, or Degree	14%	9%	4%	9%
Post Secondary Certificate, Diploma, Degree	61%	70%	81%	72%
High School Diploma or Equivalent	25%	21%	15%	19%
Income (Median After-Tax Household)	\$45,600	\$58,400	\$96,000	\$74,000
Home Language				
English	75%	81%	89%	72%
Non-Official	25%	18%	9%	28%
French	>1%	1%	1%	1%
Household Size				
1 person	52%	50%	28%	33%
2 persons	28%	31%	32%	30%
3 persons	11%	11%	18%	15%
4 persons	7%	5%	17%	13%
5+ persons	3%	3%	5%	8%
Housing Typology				
Single-Detached House	2%	1%	17%	23%
Semi-Detached House	2%	1%	26%	6%
Row House and Other Single-Attached House	10%	8%	10%	5%
Apartment or Flat in a Duplex	3%	1%	15%	4%
Apartment <5 Storeys Building	38%	24%	32%	14%
Apartment 5 Storeys or More	55%	65%	>1%	47%
Housing Tenure				
Rent	93%	74%	37%	48%
Own	7%	26%	63%	52%

Source: Statistics Canada. Census of Population 2021

Each of the Neighbourhood Profiles consists primarily of English-speaking residents of the working age. The median household income of Census Tract 0004.00 (\$45,600) and Census Tract 0005.00 (\$58,400) is lower than the City of Toronto's. More than half of the

population ages 25 to 64 of the three Census Tracts is educated with a post secondary degree or higher, being generally lower or slightly similar to the rate of the City of Toronto, with the exception of Census Tract 0047.04 that shows a higher rate than the City as a whole. The prevailing housing typology occupied by residents in Census Tracts 0004.00 and 0005.00 is apartment buildings 5-storeys or more, showing a higher percentage than the City of Toronto on this type of dwelling; on the other hand, Census Tract 0047.04 shows a higher percentage of detached and semi-detached dwellings and less than 1 percent of apartment buildings of 5-storeys or more. Households are predominantly occupied by one and two persons in size which is consistent with a large population being working age. Census Tracts 0004.00 and 0005.00 have significantly more renters than owners, while Census Tract 0047.04 have a higher percentage of owners than renters, while the City of Toronto is more evenly split.

In order to achieve a meaningful public engagement process, the consultation strategy will target various audiences and stakeholders to facilitate and foster participation across all segments of the community within the Proximal and Neighbourhood Impact Areas (defined in Section 5.0) which include, but is not limited to, the following local stakeholders:

- Residents
- Business owners
- Parkdale Residents Association (PRA)
- Parkdale Village BIA and other interested neighbouring residents and groups
- Local Councillor Gord Perks and Staff

7.0 List of matters to be addressed

To ensure a comprehensive public consultation strategy, a coherent and concise list of matters will be utilized throughout the process. The list will be continuously updated by the Owner's consultant as the application progresses and will be made available to the public. As of the date of this report and subject to input from City staff, the following items comprise the Owner's list of matters to be addressed during public consultation:

- Description of the proposal
- Urban design and built-form features
- Pedestrian, parking and traffic matters
- Public realm improvements
- Development process and timeline
- Consultation strategy: process, methods, and opportunities
- Reporting of consultation outcomes

8.0 Communication & Consultation Strategy

The Owners have already participated The Owner's engagement methodology will be organic in nature, whereby processes will be customized to accommodate and cater to the various needs of participants where possible. This approach recognizes that each

participant may have unique preferences as to how best to cultivate their engagement. Notwithstanding the fluidity of the communication and consultation strategy, the Owner proposes a General and Targeted engagement methodology to serve as a framework upon which public input can build upon.

General Engagement Methodology

This engagement process seeks to communicate and engage with a broad audience through various methods including access to consultants, newsletter updates, and public meetings. These methods seek to bring awareness to the proposal and provide means for the public to inquire and provide feedback in a manner that is convenient and accessible. Public meetings will be hosted in accordance with the requirements of City of Toronto and the Planning Act, without precluding the potential for additional meetings as may be deemed appropriate. Notices for these meetings will be circulated to the required area, however, invitation will be extended to all who have expressed interest in the proposal.

Targeted Engagement Methodology

The targeted approach to engagement recognizes that certain participants, for various reasons, may require special attention in the consultation process. These circumstances may require one-on-one meetings and consultation strategies which could require the participation of City staff and/or the local councillor. The targeted method allows for a more intimate, engaging, and meaningful consultation process to deal with individualized needs. This special arrangement will be extended to the general public and can be communicated at public meetings.

9.0 Evaluation

To maintain the integrity of the public consultation strategy, an open and transparent mechanism for evaluating the methodologies and outcomes of the process will be utilized. The public must be confident and reassured that their input and feedback is meaningful to the process. To achieve this, the Owner is outlining below the various steps that will be taken throughout the strategy.

Step 1 - Data Collection and Organization

The first step in the process consists of consolidating all the data received from public input and feedback from the various forms of engagement methods outlined in this report. This includes notes from meetings, written and oral correspondence, and other relevant data collected by the City, the Owner, and their consultants. Once consolidated, the data will be organized in a manner appropriate for analysis.

Step 2 - Data Analysis

The analysis of the data will be guided by various quantitative and qualitative research methods through identifying data frequency and patterns, as well as in written and spoken communication.

Step 3 - Establish Summary Of Findings For Circulation

The results from the analysis will then translate into a Summary of Findings which will inform the Owner's team the overarching matters that transpired from the consultation.

Step 4 - Develop Strategies to Incorporate Findings, where viable

Upon review of the Summary of Findings, the Owner's team will develop strategies to incorporate the findings into the Proposal where it is deemed to be appropriate and feasible. The conception of these strategies may require further consultation with City staff, the local councilor, and public stakeholders. Finally, the owner will report back to the public on any changes to the Proposal through the resubmission of revised plans and/or at public meetings.

10.0 Conclusion

In preparation of this Public Consultation Strategy Report, the Owner and their consultants have given significant consideration to what constitutes efficient, effective, and meaningful public engagement. The strategy has clear objectives, a targeted audience, a comprehensive methodology to achieve the desired outcome, built-in flexibility to accommodate individual needs, and an open and transparent mechanism for strategy evaluation and incorporation. Collectively, these strategies will not only foster public confidence in the Owner's genuine interest in engaging with the public but also perpetuate public confidence in the City of Toronto's policy on public consultation as a whole.