



PUBLIC CONSULTATION STRATEGY REPORT

BOUSFIELDS INC.

506-516 Church Street

July 2020

Graywood CM GP Inc.

www.506churchstreet.com

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Job Number
2003-1

1.0 Introduction

This Public Consultation Strategy Report has been prepared by Bousfields Inc. to support Graywood CM GP Inc.'s (Graywood Developments) Official Plan Amendment & Zoning By-law Amendment Applications for their property at 506-516 Church Street. The purpose of this report is to provide an overview of the proposal, outline the goals of engaging with the community, and describe the various opportunities for the community to engage with the applicant.

Engaging with interested parties for all development applications is important. The consultation strategy for this proposal is driven by two key factors:

1

An Active Community:

There are many community groups and individuals who have taken a keen interest in the future of this site. It is important to the project team that they are actively involved in the consultation process.

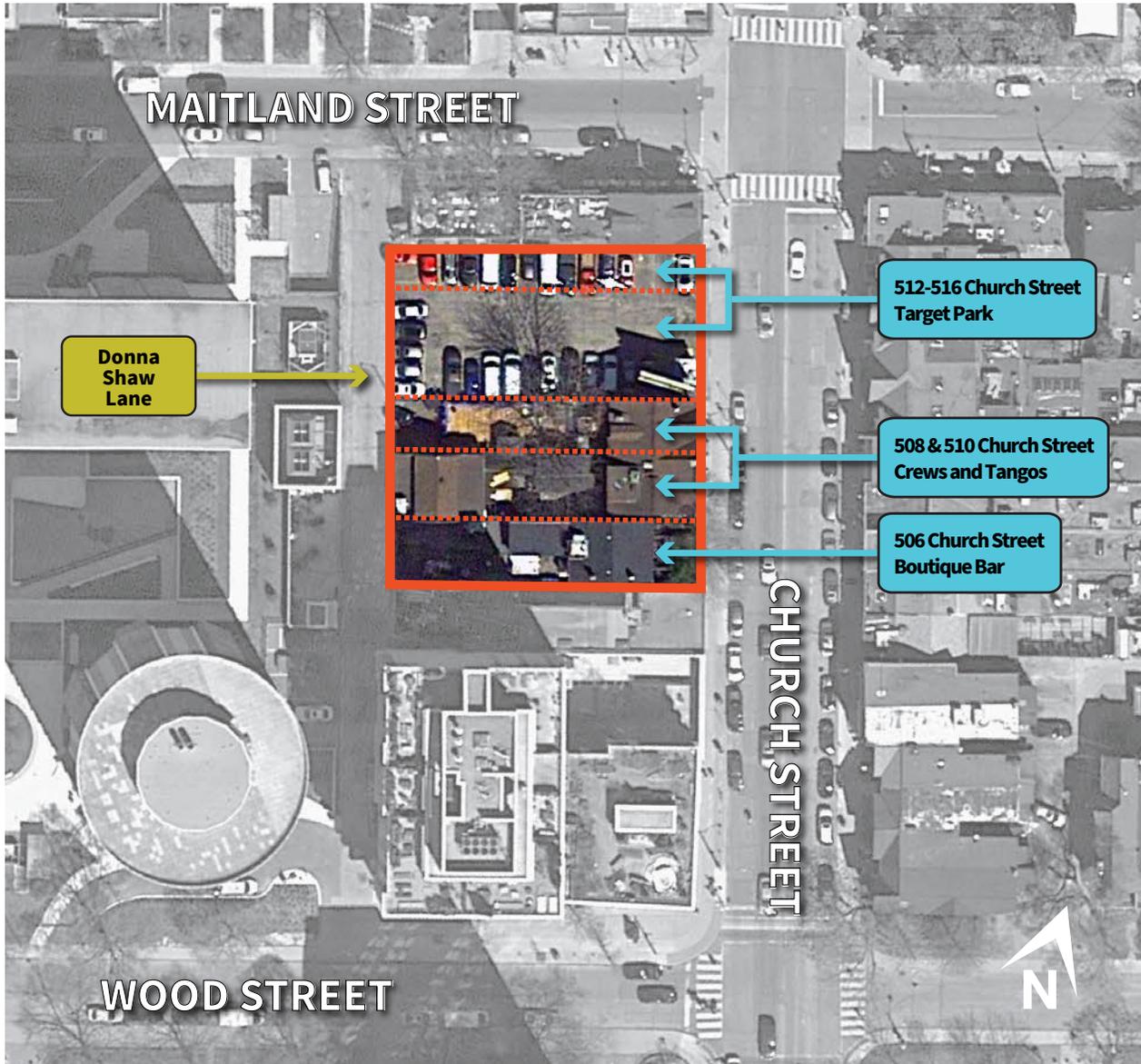
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Culture + Heritage:

Both the physical and cultural heritage of the site and neighbourhood provide the opportunity for specific conversations on these topics with interested community members throughout the process.

2.0 What is the project?

Where?



Why?

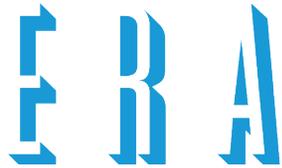
Graywood hopes to redevelop the site to provide more housing options in the neighbourhood, with a built form that supports the cultural and physical heritage of the site and the community.

Map 1: The Subject Site

What?



GRAYWOOD
DEVELOPMENTS



**Diamond
Schmitt
Architects**



“Graywood Developments acquired all properties that are part of the subject site in December of 2019. Since then, they have been working towards preparing architectural plans that feature a mix of uses, heritage conservation, and residential intensification.”

“Graywood has hired Diamond Schmitt Architects for the design of the new development and ERA Architects in supporting the conservation of a portion of the main building into the proposal.”

506-516 Church Street

506-510 Church Street



512-516 Church Street



“The subject site is located in the Church-Yonge Corridor neighbourhood, and Church-Wellesley Village.”

“Currently, the site is occupied by Boutique Bar, Crews & Tangos, and a surface parking lot managed by Target Park.”



Heritage



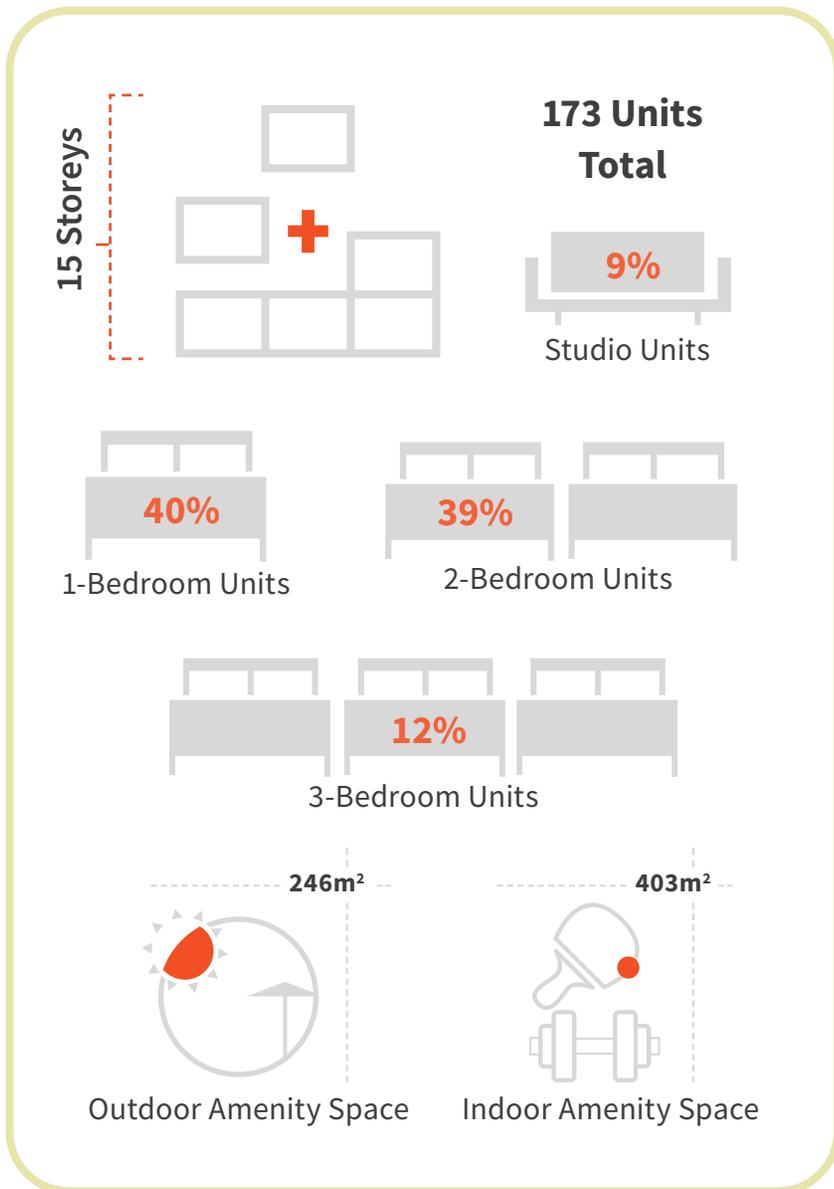
“The buildings at 508-510 Church Street are neither designated under the *Ontario Heritage Act* nor listed on the City of Toronto’s Heritage Register. However, the two properties were identified in the North Downtown Yonge Urban Design Guidelines for potential future inclusion on the Heritage Register.”

“The proposal will redevelop the site with new residential and commercial uses while conserving a portion of the main building at 508-510 Church Street and integrating it with the new construction.”

“The proposal explores opportunities to continue uses on the site that support the LGBTQ2S community and conserve the site’s associative value.”

“As part of ensuring the conservation of the existing structure, a setback of ~15 metres above the retained structure is proposed.”

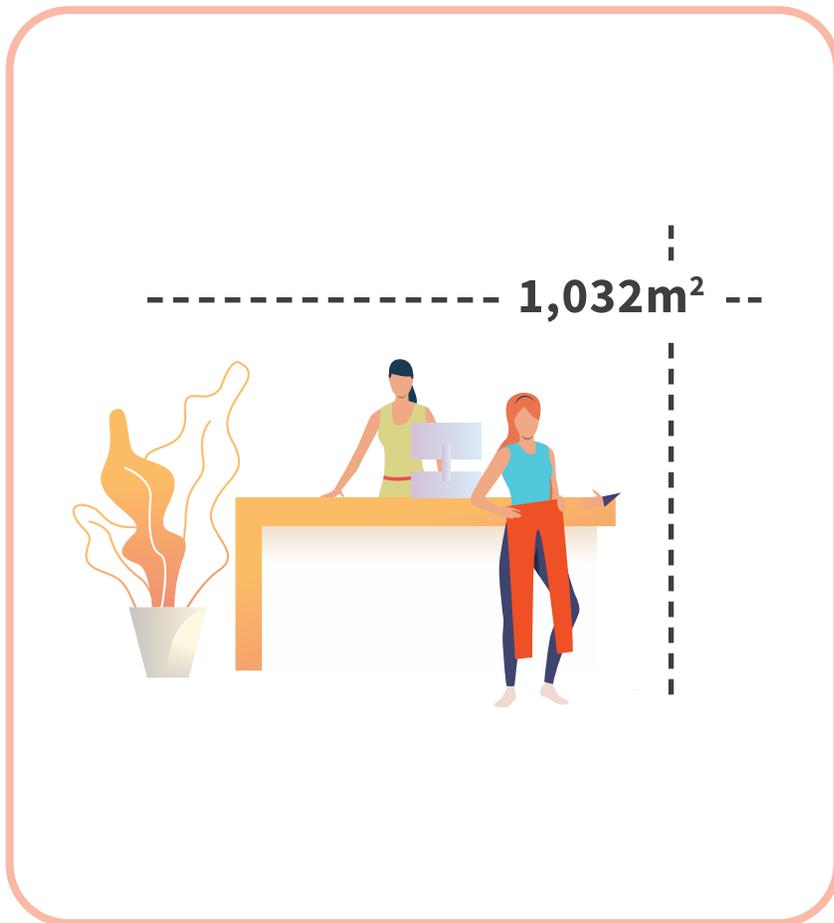
Proposal Statistics



“The proposal includes a 15-storey mixed-use building with retail and entertainment space at street-level in the new build, as well as on the second and thirds floors of the integrated heritage structure.”

“There are 173 residential units, including a mix of sizes.”

Retail



“Graywood has been working with the owner of Crews & Tangos, and is committed to continuing working with him and the community to preserve and maintain the cultural heritage and legacy of Crews & Tangos.”

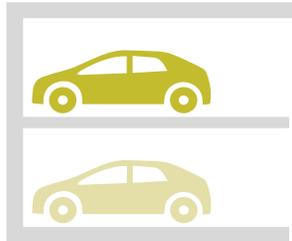
“Retail and commercial space at street level along Church Street is an important reinforcement of the main street character of the area. The new development proposes ~1032m² for retail and commercial uses, which is an additional 240m² than what currently exists on site.”

“For the time being, Graywood has extended Crews & Tanogs’ lease for two years. We are exploring a joint plan aimed at maintaining a presence for Crews & Tangos in the new development.”

“Graywood has finalized a lease extension with Boutique Bar and will continue to update them on future plans.”

Parking

40 Vehicle
Parking Spaces



174 Bicycle
Parking Spaces



“All vehicle access will be maintained at the rear of the site off Donna Shaw Lane, helping to continue reinforcing the pedestrian-oriented main street with continuous retail frontage along Church.”

“Proposed are 174 bicycle parking spaces and 40 vehicle parking spaces, all located in the underground parking garage.”

3.0 What are the goals and outcomes?

GOAL

Share information and seek input related to the proposal with the public and any interested community members and groups

OUTCOME

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

GOAL

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

OUTCOME

The various engagement 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'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 engagement process

OUTCOME

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

Project-specific Engagement Goals and Objectives

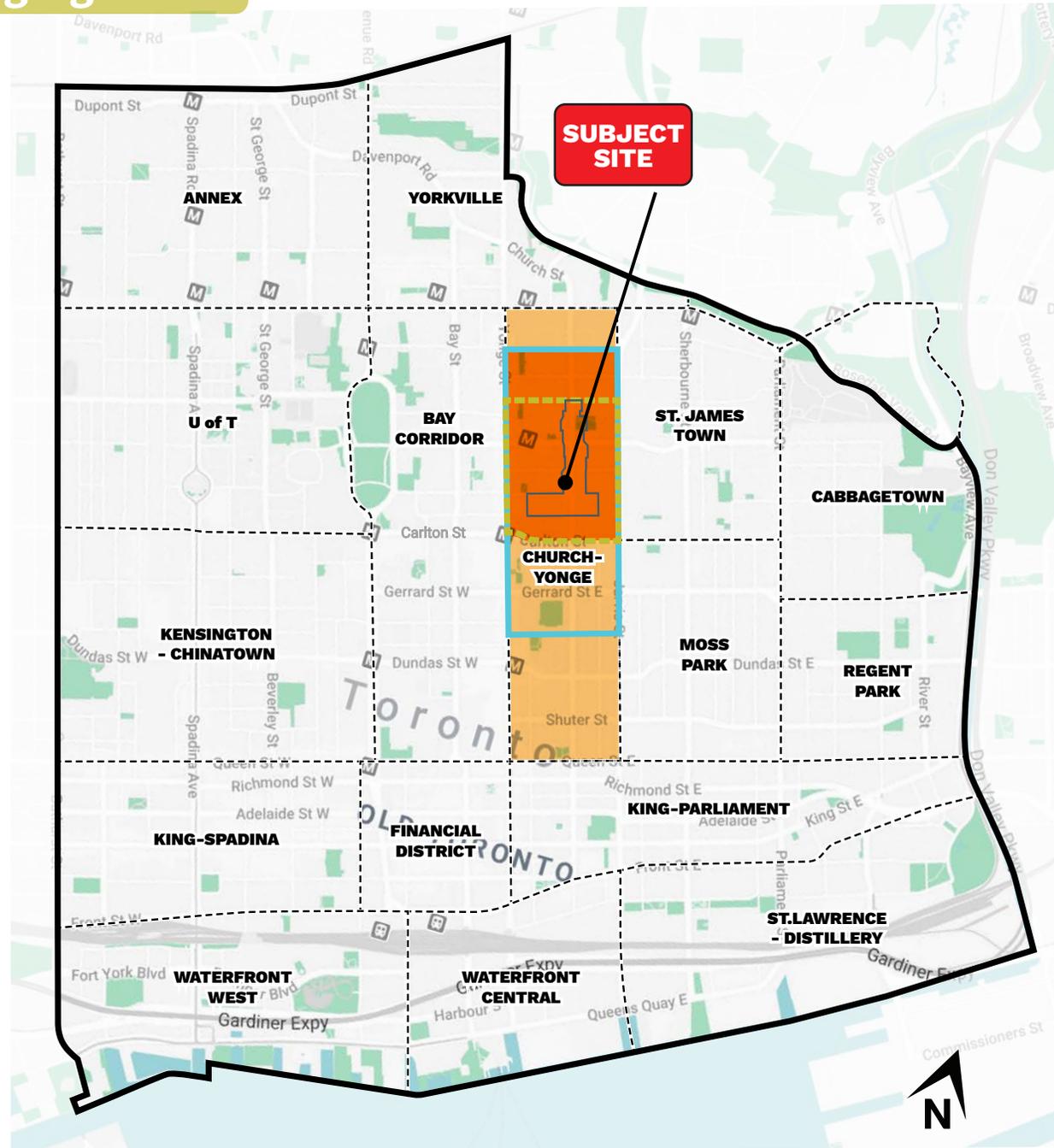
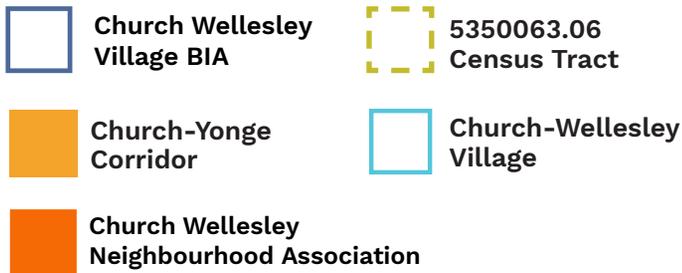
GOAL Collaborate with community stakeholders throughout the process	OUTCOME The community groups felt that there was an opportunity to provide their input and identify their priorities for development
GOAL Employ virtual tools to inform all interested members of the community about the proposal at their convenience	OUTCOME Interested members of the public and community groups know where they can find up-to-date information about the proposal at their convenience
GOAL Ensure the engagement process considers community gathering spaces for in-person engagement events	OUTCOME Key stakeholders are aware of opportunities to meet in spaces that are convenient and familiar to them

4.0 Who and where are we engaging?

The Neighbourhood

This site is located within a number of important boundaries that help to define who and where we are engaging for this development application process:

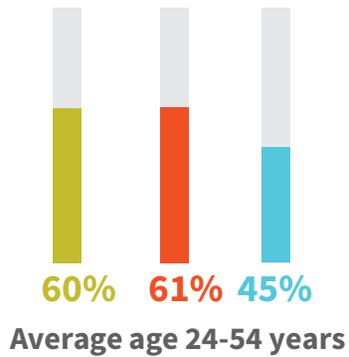
- 1. Church-Yonge Corridor:** according to the City of Toronto’s neighbourhood profiles. This neighbourhood is characterized by a number of apartment buildings, retail corridors, and the Church-Wellesley Village.
- 2. Church-Wellesley Village:** commonly defined by the areas surrounding the intersection of Church and Wellesley.
- 3. Church Wellesley-Village BIA:** located along Church Street between Wood Street to the south and Gloucester Street to the north.
- 4. Church Wellesley Neighbourhood Association:** defined by Carleton Street to the south, Jarvis Street to the east, Charles Street East to the north, and Yonge Street to the west.
- 5. 5350063.06 Census Tract:** provides a more local context within the Church-Yonge Corridor



Map 2: The Neighbourhood

Demographic Profile

The demographic profiles of the City of Toronto, Church-Yonge Corridor, and subject site census tract are used to provide context around who could be involved or interested in the development application process for 506-516 Church Street. Below is a snapshot of some of the major differences between the City and two more local geographic areas. The most significant differences are found in age, household type, tenure, and size, and median household income. This demographic information is important to consider when creating a tailored set of consultation approaches with the intention that the community can help to further define the process.



Average household size

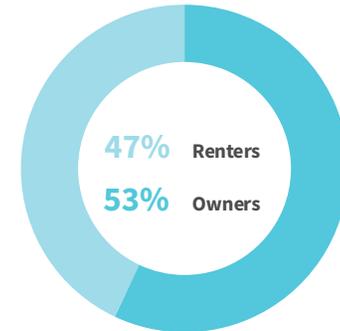
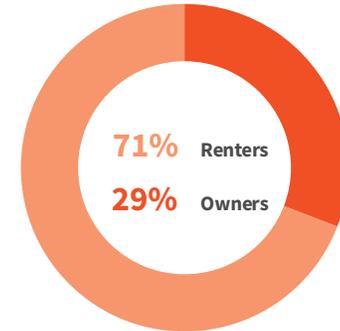
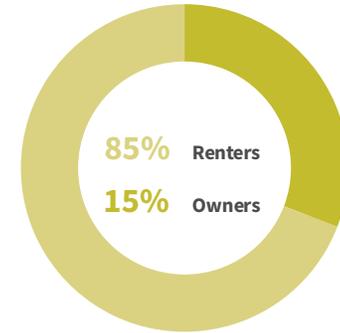


Median household income



5350063.06 Census Tract	Church-Yonge Corridor	City of Toronto
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Housing tenure



*All information has been provided by the City of Toronto Neighbourhood Profiles and the Canadian 2016 Census.

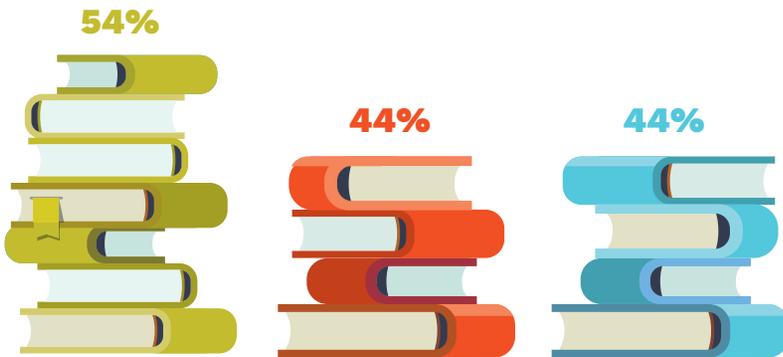
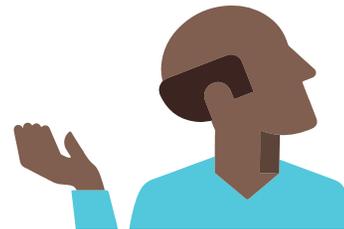
34% and **42%** of the 5350063.06 Census Tract and Church-Yonge Corridor are visible minorities

compared to **52%** for the entire City of Toronto



85% and **83%** of the Church-Yonge Corridor speaks English as a home language

compared to **71%** for the entire City of Toronto



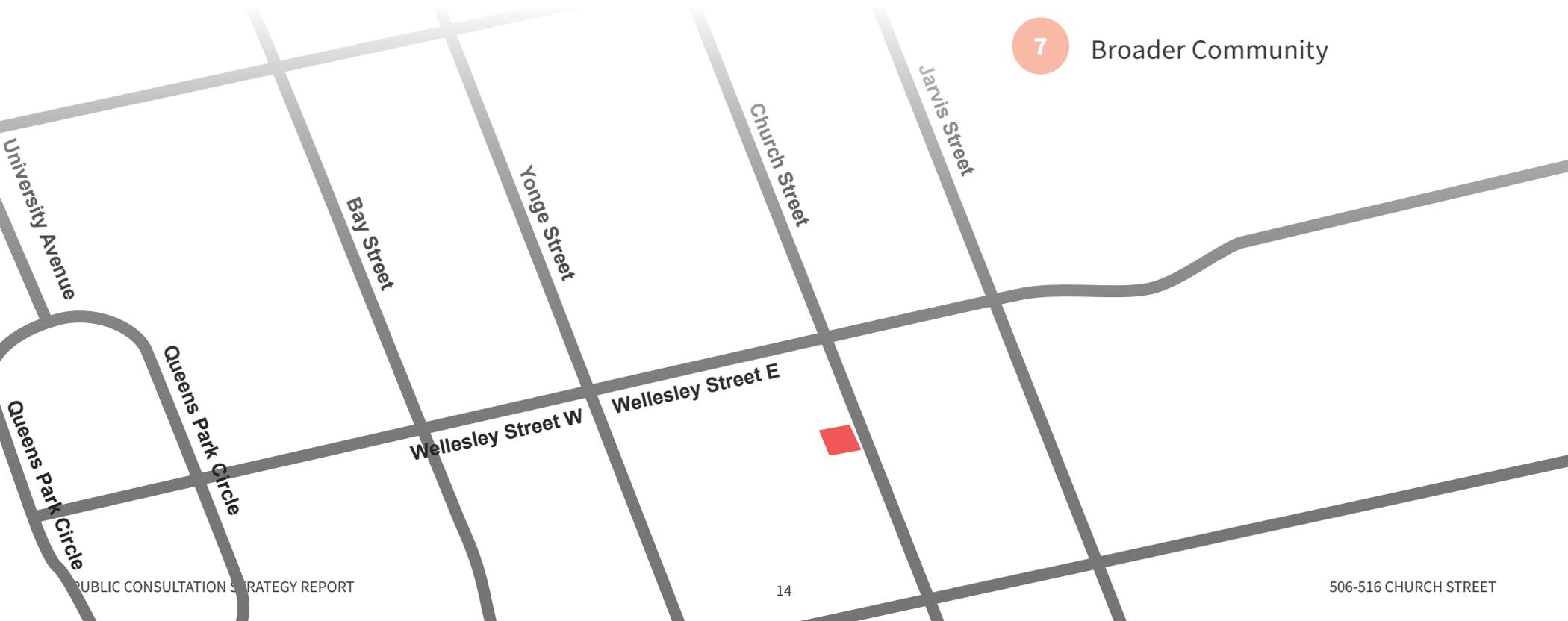
A greater proportion of residents in the 5350063.06 Census Tract have a Bachelor's degree or higher than those in the Church-Yonge Corridor and the City of Toronto as a whole.

Housing structure	Single-detached	Semi-detached	Row house	Duplex	Apartment (Less than 5 storeys)	Apartment (5 or more storeys)
5350063.06 Census Tract	<1%	<1%	1%	<1%	9%	89%
Church-Yonge Corridor	0%	0%	1%	0%	6%	92%
City of Toronto	24%	6%	6%	4%	15%	44%

Interested Parties

In addition to the broader public and Church Wellesley neighbourhood, the applicant aims to consult and engage with a series of key neighbourhood groups as a component of the entire community consultation process. Thus far, a list of local stakeholders have been identified as those who may wish to be involved in the process. It is important to note that this list is not meant to be exhaustive and is open to growing to include whoever is interested in participating in the development application process.

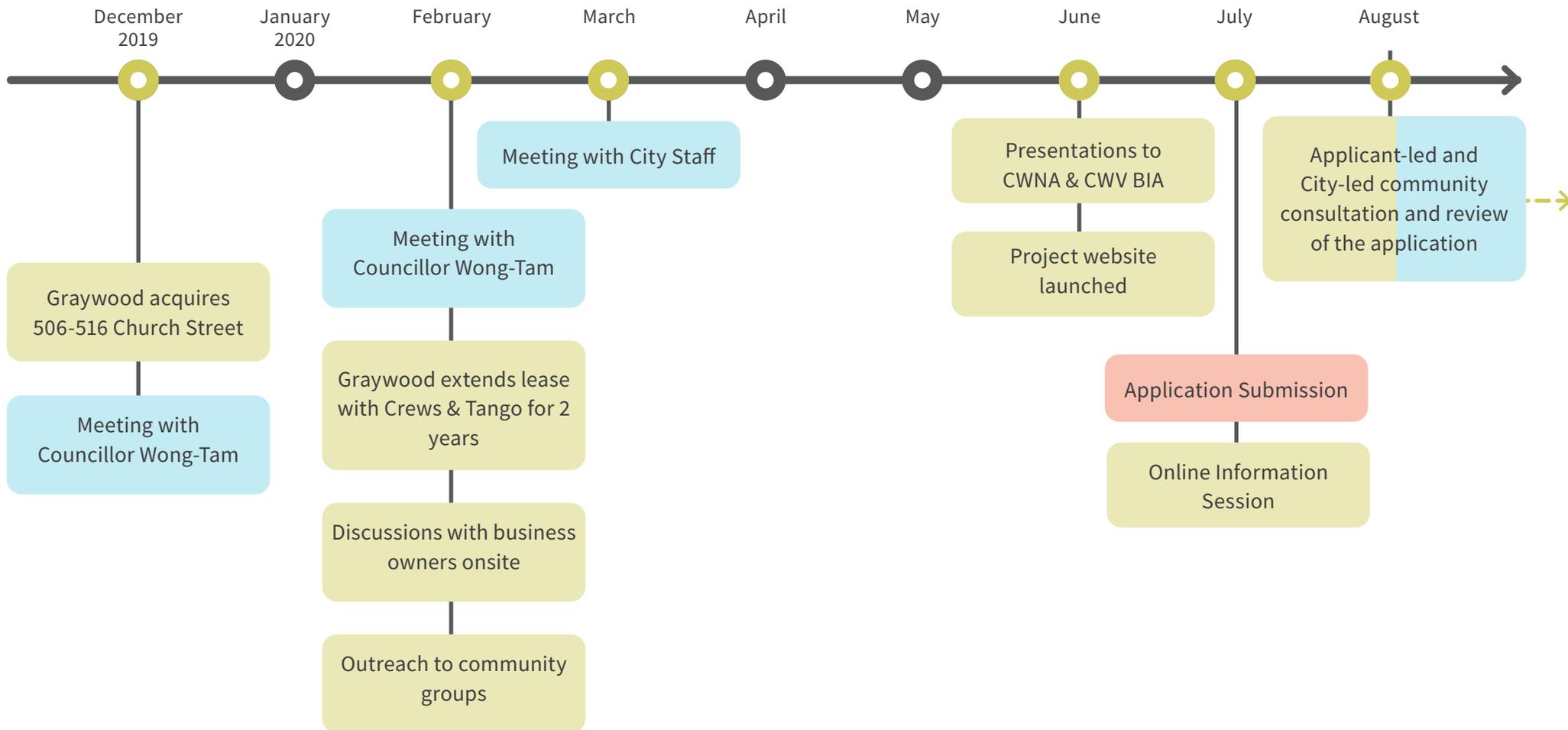
- 1 The519
- 2 Church Wellesley Neighbourhood Association
- 3 Church-Wellesley Village BIA
- 4 Adjacent Neighbours
- 5 City Staff
- 6 Councillor Wong-Tam
- 7 Broader Community



5.0 What have we heard?

Thus far, the applicant has been involved in developing an approach to engage with a number of community groups and other interested parties. To date, conversations with the business owners on site, community groups, City Staff, and the Ward Councillor have occurred to inform this process. Below is a timeline of events that details what has occurred since Graywood acquired the properties at 506-516 Church Street.

- Applicant Team
 - City of Toronto
 - Milestone
 - > Ongoing
- CWNA: Church Wellesley Neighbourhood Association
 CWV: Church Wellesley Village





Conversations to Date

The nature of the discussions that have occurred to date are described below. Moving forward these conversations will continue to evolve and inform one another to ensure a comprehensive approach is taken in analyzing feedback.

1. Business Owners

Graywood has had many conversations with the business owners on the site, ensuring that they are kept informed and consulted about future plans for the property

2. Community Groups

Graywood has been able to connect with three community groups in the area including The 519, Church Wellesley Neighbourhood Association, and Church-Wellesley Village BIA. Conversations have been focused on how to work with each group, engage the community, heritage considerations, and getting feedback on materials such as the project website.

3. Councillor

Updating and consulting the Councillor on engagement opportunities and on the plans for the site

4. City Staff

Meetings with staff from various divisions, including City Planning, to understand their feedback on the proposal

Heritage Preservation Services has provided input on how the consultation process should consider community values with respect to heritage considerations for the project

6.0 HOW ARE WE ENGAGING?

Our early communications with community groups have sought input on how each group wishes to engage. We have prepared our thinking on what could work, based on conversations to date. As we continue to move through the process, this outline will be put forward to the various interested parties for their input, and we are prepared to adjust the engagement approaches in response to their feedback.

Based on this feedback, as well as what is feasible for all parties involved, the applicant will endeavour to achieve the engagement methods identified below. Throughout these processes, the applicant team will ensure that the development and use of engagement materials are accessible and consider all those who wish to be a part of the process.

The following engagement methods have taken into consideration ways of involving individual community groups and the broader community:



Project Website



Small Group Discussions



Online Information Session



**City of Toronto
Development
Review Process**

Website

Description and Purpose

- A website for the project serves as a central information hub for the community **www.506churchstreet.com**
- The purpose of the website is to:
 - Learn more about the project
 - Review plans and reports
 - Learn about the status of the project
 - Be notified about any upcoming meetings
 - Ask questions and provide input
 - Provide an online location for engagement
- As a result of the restrictions on in-person gatherings due to COVID-19, many neighbourhoods have expressed an interest in increased opportunities for virtual consultation
- This website will have a key role in providing options for engagement opportunities for the community, whether it be to learn more by reading, providing input through surveys, or submitting questions and comments via the comment form



Additional Information

- The website will be updated throughout the process
- We would seek to work with neighbourhood representatives and/or the Councillor's office for their assistance in notifying community members about the website
- The website will serve as a consistent and ongoing tool to keep the community informed, and will be a key information source in between in-person engagement sessions
- A notification mailer was sent out on June 26th, 2020 to a ~1.25km radius around the site notifying residents and business owners of the website and forthcoming online information session
- A media statement was released June 29th, 2020 announcing the website and forthcoming online information session

Documentation, Collection, and Feedback

- Member of the project team will catalogue comments and responses from a feedback form on the website
- These comments will be included as part of the feedback received from all components of the engagement process
- Questions received through the website will receive a response from a member of the project 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

Small Group Discussions

Description and Purpose

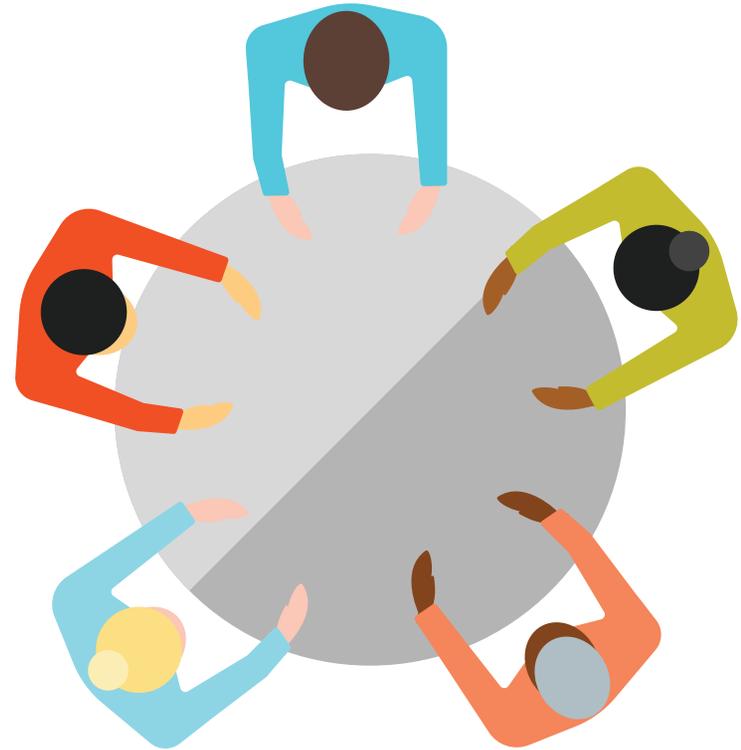
- These meetings may take the form of one-on-one and/or small group discussions
- Allow for more tailored conversations, better opportunities for feedback and discussion of specific topics
- Collaborate with key groups, including their designated representatives, for further communication, consultation, and feedback
- Could take on multiple formats including virtual meetings, phone calls, or in-person meetings (when appropriate)

Additional Information

- These smaller group discussions may include meetings with any of the groups identified in this report; or other groups who convey an interest in being involved in the process
- The project team will work closely with each group to establish the most productive and constructive meeting formats for all parties
- The process and criteria for working together will be established at the first meeting (e.g. adapting to more digital formats in response to COVID-19)

Documentation, Collection, and Feedback

- Member of the project team will take detailed notes which will be shared with the project team
- The project team will synthesize and analyze the feedback received from meetings



Online Information Sessions

Description and Purpose

- The purpose of the online information session, to be held on July 16, 2020, is to provide an opportunity for the community to learn about the proposed development
- Members of the project team will provide a brief presentation and answer questions received through the website prior to the event

Additional Information

- A recording of the event will be posted on the website for those who are unable to listen in during the event

Documentation, Collection, and Feedback

- As the main purpose of this engagement method is to inform the community about the proposal, further consultation opportunities will be explored following the session





City of Toronto Development Application Process

Development Application Notice Sign

- Within a few weeks of a formal application submission to the City of Toronto, the applicant is required to install signs on the subject site notifying the community of the submission
- The sign includes details of what is being proposed and where to find more information from City Staff

Application Information Centre

- All materials submitted to the City will be posted online to the Application Information Centre
- The AIC also provides information about:
 - The properties included in the proposal
 - City-led Community Meeting details
 - Type of application
 - Status of application
 - City Planner on the file with contact information
 - Registration for notification of public consultation

Community Consultation Meeting

- City Staff, in consultation with the Councillor, will hold a public meeting for the community to come and learn about the proposal
- Notification is typically distributed to within 120 metres of the subject site
- Staff will recommend Community Council's approval to host the Community Consultation Meeting in its preliminary report on the application

Statutory Public Meeting

- Held at Toronto East York Community Council



Councillor & Staff

- Graywood is committed to supporting all of the processes that are a part of the City’s standard process for development application reviews. In addition to these methods of engagement, there often is an opportunity to participate in a working group process for individual site applications. Graywood would welcome the opportunity to participate if this was something staff and/or the Councillor was interested in creating. Their role would be determined in collaboration with the Councillor and Staff.



Heritage Preservation Services

- Heritage Preservation Services at the City of Toronto have shared their thoughts on some important questions to be included in the consultation process. They see two levels of consultation that surround heritage:
 1. **Broader Community**
 - **Goal:** understand what components the community values and why
 - **How:** questions for the broader community to consider, posted on the website asking specific questions surrounding heritage value
 2. **Individual Groups**
 - **Goal:** engage with specific groups that have vested interest in the heritage aspect of this proposal
 - **How:** smaller group conversations with specific groups (e.g. Toronto East York Preservation Panel, The ArQuives, and the Church Wellesley Neighbourhood Association)

7.0 How will we share feedback?

The project website will be the main avenue for collecting and sharing new information about the proposal. Updates to the website throughout the process to incorporate feedback from the community will include:

1 Frequently Asked Questions Added to the FAQ page

As the project team starts to receive similar questions or comments about the proposal, it will update the FAQ's to reflect the common questions/comments

2 Summary of Engagement

Following a public engagement event, the project team will post materials used at the event as well as a summary of what was heard

3 Updates to Proposal

As changes are made to the proposal to reflect input from City Staff and the community, new project materials including plans and other reports will be added to the website

As part of a resubmission of the application, following the first period of engagement and consultation with Staff, an updated version of this report will be included, featuring summaries of the engagement that has happened up until that point.

The project team will ensure that throughout the process they keep a summary of all input and feedback they have heard from the community. If at any point an interested party would like to review a summary of all engagement to date, the project team would be happy to provide this information.

8.0 Conclusion

The project team puts this strategy forward for consideration by City Planning Staff and would be pleased to adjust the plan based on feedback. Input from the community on how they wish to engage will also be incorporated into the strategy throughout the process.

The process has been developed to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that is informed by the interests of community members. Every effort will be made to ensure that all those who wish to participate have an equal opportunity to do so. The goal of combining both online and in-person engagement opportunities is to help increase the availability of the development application process to a wider audience. The project team is committed to engaging with the community throughout the duration of the proposal.

Appendix A

Demographic Data

Socio-Economic Indicator	5350063.06 Census Tract	Church-Yonge Corridor	City of Toronto
Age			
Children (0 to 14 years)	3%	4%	15%
Youth (15 to 24 years)	12%	15%	12%
Working Age (25 to 54 years)	60%	61%	45%
Pre-Retirement (54 to 65 years)	13%	10%	12%
Seniors (65+ years)	12%	10%	16%
Median household income	\$50,979	\$56,366	\$65,829
Visible Minority	34%	41%	52%
Home Language			
English	85%	83%	71%
Non-Official	13%	16%	29%
French	1%	1%	<1%
Housing Structure Type			
Single-Detached House	<1%	0%	24%
Semi-detached	<1%	0%	6%
Row House	1%	1%	6%
Duplex	<1%	0%	4%
Apartment <5 storeys	9%	6%	15%
Apartment 5+ storeys	89%	92%	44%
Housing Tenure			
Owners	15%	29%	53%
Renters	85%	71%	47%
Household Size			
Average Household Size	1.5	1.54	2.42
1-person	63%	58%	32%
2-person	30%	33%	30%
3-person	5%	6%	16%
4-person	1%	2%	13%
5 or more persons	<1%	1%	9%
Education			
Bachelor's Degree or Higher	55%	44%	44%

