



Public Consultation Strategy Report

683-685 Warden Avenue
City Of Toronto

Prepared For
Choice Properties Limited Partnership

June 2021



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Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the application to amend the Warden Woods Secondary Plan and former City of Scarborough Employment District Zoning By-law No. 24982 (Oakridge) and City-wide Zoning By-law 569-2013 by Choice Properties Limited Partnership ('the applicants') for **683-685 Warden Avenue** ('the subject site') in Toronto's Clairlea-Birchmount neighbourhood. A Draft Plan of Subdivision is also being submitted to provide for the proposed development, which includes a new public street and public park.

The subject site is located on the east side of Warden Avenue, approximately 600 metres south of St. Clair Avenue East, and is municipally known as 683-685 Warden Avenue. It is currently vacant, however in the 1950s the site was developed with one single-storey industrial building which was occupied by Canadian Crittal Metal Window Ltd. Operations within the building included offices, painting, shipping, and manufacturing uses. A rail spur, owned by former Geco CN was also located to the north of the building.

The proposal seeks to redevelop the subject site with six buildings that range from 13- to 36-storeys, providing for a downward transition from Warden Avenue to the low-rise Neighbourhood to the east. The proposal includes 1,519 residential units, along with a new 2,486 square metre public park and new public street.

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What are the goals and outcomes?

GOAL

OUTCOME

Inform interested stakeholders and members of the public about the proposal in a timely manner

Stakeholders and members of the public felt actively informed and were confident with their understanding of the proposal

Consult with the community, inviting feedback, questions and comments related to the proposal

Feedback was collected and reviewed at multiple points within the process to create organized common themes for the proposal to address

Involve the community throughout the application review process, and provide transparency on how participation will inform future iterations of plans and reports

Feedback was incorporated into the final version of the proposal



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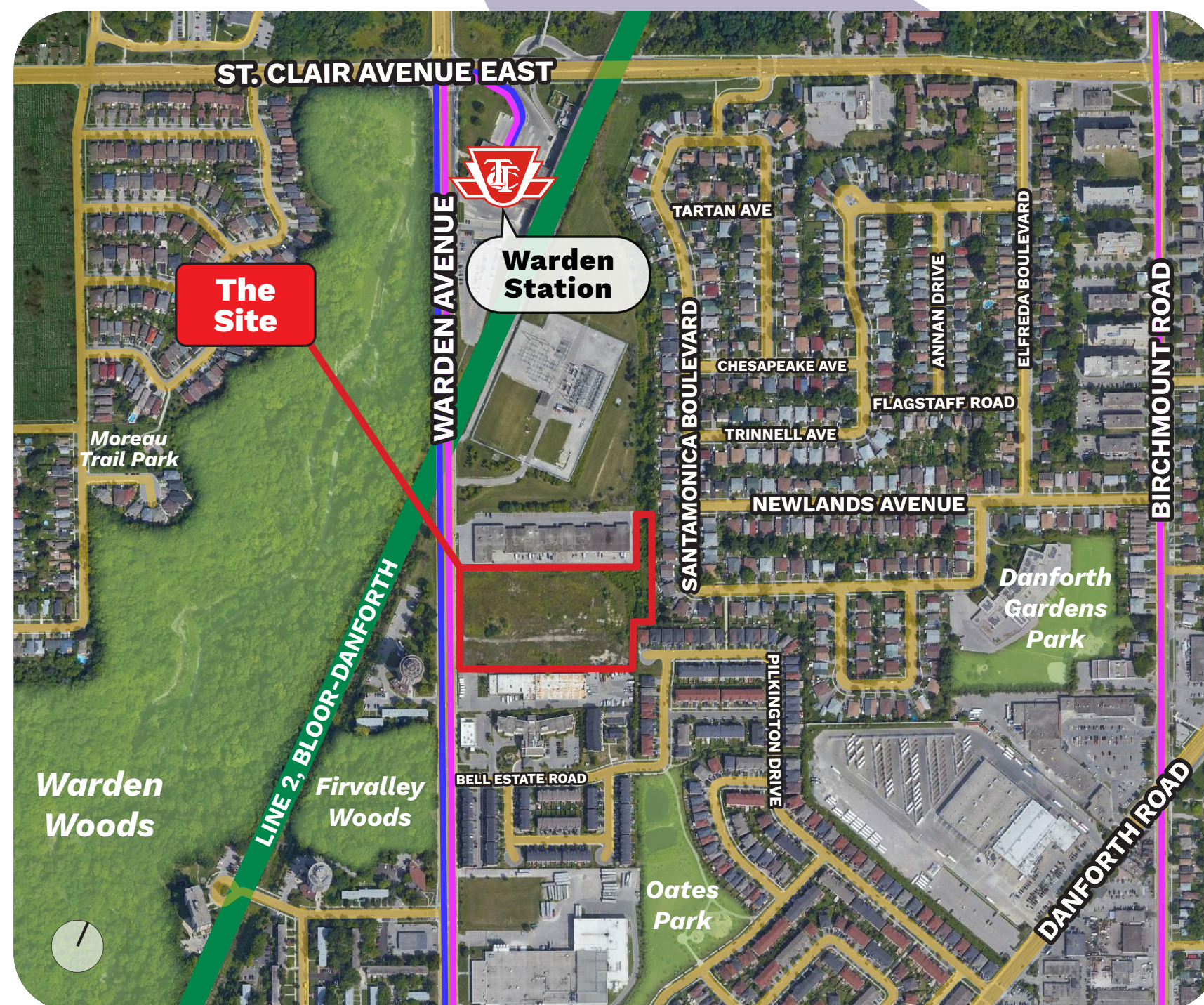
What is the project?

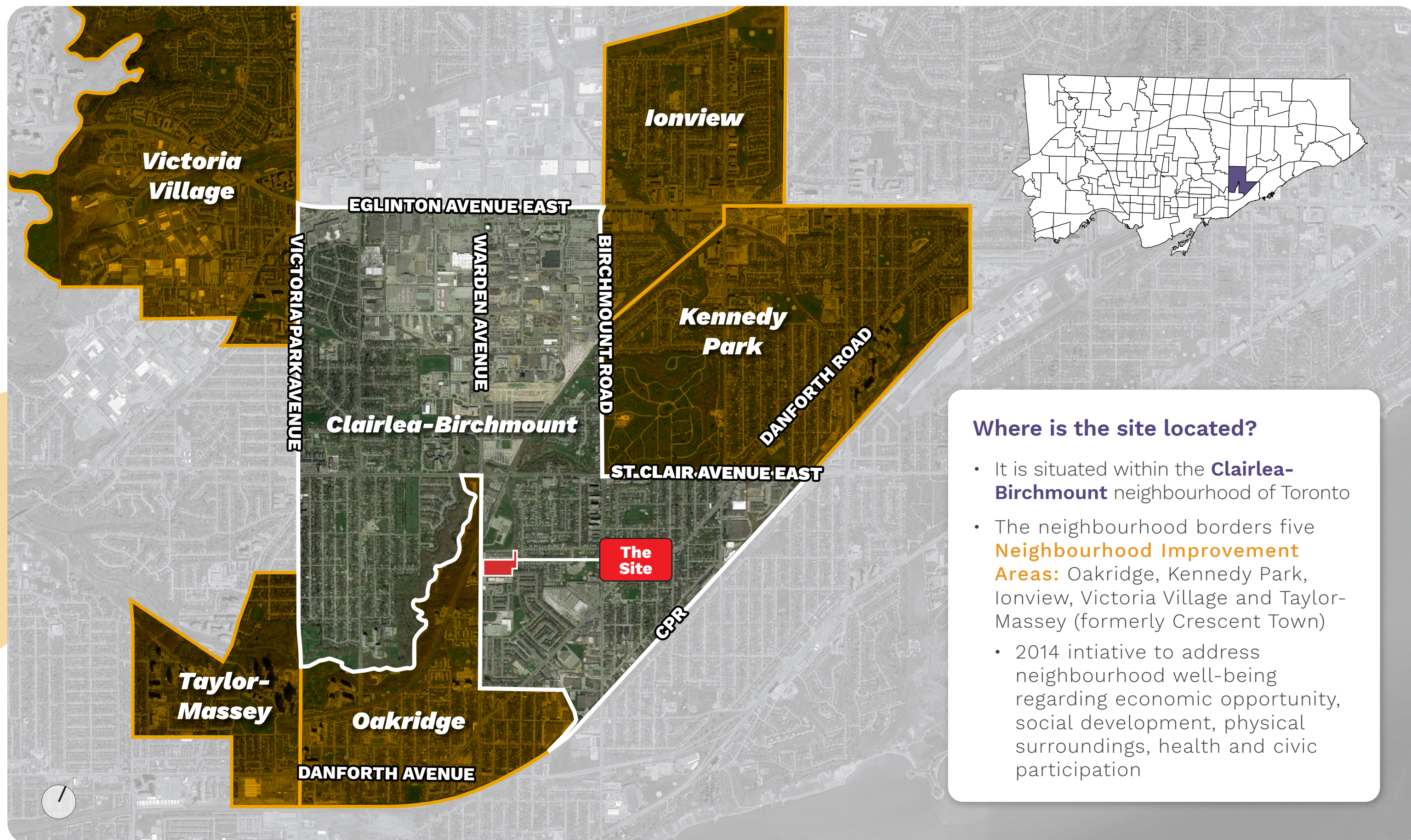
Site and Surroundings

Where is the site located?

- The site is located on the east side of Warden Avenue, south of St. Clair Avenue East
- The site is located in close proximity to multiple transportation options:
 - Adjacent to a TTC 135 Gerrard and 69 Warden South bus stop
 - Less than a 10-minute walk to Line 2 Warden Subway Station, which provides efficient transportation west towards downtown Toronto, and connection to Line 3 further east into Scarborough
- The site is a 5-minute walk to several parks, including Oates Park, Firvalley Woods and Warden Woods
 - Warden Woods contains a number of recreational uses, including the Gus Harris Trail, which connects to a large dog off-leash area, and the Taylor Creek Trail which continues west to the Don River

 Bus Route 135 - Gerrard
 Bus Route 69 - Warden





Where is the site located?

- It is situated within the **Clairlea-Birchmount** neighbourhood of Toronto
- The neighbourhood borders five **Neighbourhood Improvement Areas**: Oakridge, Kennedy Park, Ionview, Victoria Village and Taylor-Massey (formerly Crescent Town)
- 2014 initiative to address neighbourhood well-being regarding economic opportunity, social development, physical surroundings, health and civic participation

Proposal Highlights

Applicant:

Choice Properties Limited Partnership

Application Submission:

June 2021

Gross Floor Area (GFA)

Total



121,003 m²

Retail




993 m²


Six 13- to 36-storey buildings




Residential Units




1,519
Total



928 (61%)
1-Bedroom



452 (30%)
2-Bedroom



139 (9%)
3-Bedroom



**New Public
Park**

2,486 m²



Amenity Space



3,038 m²
Indoor Area



3,050 m²
Outdoor Area

Parking



996
Vehicular Spaces



1,521
Bicycle Spaces

Key Messages

To communicate and share information about the proposed development with the public and local stakeholders in a simple and straightforward way, key messages have been developed and grouped into themes. As we move through development review process, these messages will be updated to reflect current information and adapted based on the engagement tool used.



Locating Growth Strategically

- "This site is along the major Warden Avenue arterial, and is in close proximity to the Warden and St Clair intersection and Warden Subway station, making it an appropriate location for residential development."
- "The new development promotes TTC ridership and is a short 10 minute walking distance of Warden Subway Station and is adjacent to two TTC bus routes along Warden Ave."
- "The proposed towers have been designed to transition down to, and respect, the low-rise character of the neighbourhoods to the east."
- "The proposed park space along the eastern edge of the site creates a visual barrier between the low-rise buildings to the east and the proposed development, increasing the setback and adding new landscaping and trees."



Investment in Underutilized Space

- "This underutilized site has the opportunity to provide additional housing options for residents in the area, and a diverse unit mix will accommodate a variety of households."
- "The public realm onsite has an opportunity to be improved. The introduction of a new public park on the northeast edge of the site, and a central open space running east/west between the proposed towers, will allow for new amenities, landscaping, and street-level features to be incorporated into the design."
- "The proposed retail space has been designed to accommodate small-scale, community focused uses and will help improve the streetscape of Warden Avenue. Further details will be discussed throughout the application process."
- "Important new infrastructure will be provided in the form of a new public road that will wrap around the boundary of the site, providing efficient vehicular flow for residents, as well service vehicle loading and unloading, reducing traffic and congestion along Warden Avenue."



Improving the Public Realm for the Neighbourhood

- "A new 2,486 m² public park is proposed to the eastern edge of the site, which will be programmed by the City of Toronto. It's intended to eventually connect to a larger multi-use trail network, that creates pedestrian and cyclist connections from the proposed site all the way up to Warden Subway Station and St. Clair Avenue East."
- "Activating this section of Warden Ave by introducing street-related buildings, retail use and open spaces helps to improve the pedestrian environment at the site, and further east towards the low-rise neighbourhood."
- "A publicly accessible open space (POPS) is proposed for the entrance to the site from Warden Ave, which will improve the streetscape with new trees, walkways, seating, and programming for the opportunity to be integrated with the retail component on the ground floor."
- "The publicly accessible open space will continue from Warden Avenue east through the centre of the site, which allows for continuous pedestrian access from Warden Woods via a new signalized intersection, through the site, towards the proposed park and neighbourhood to the east."

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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 200 metres around the subject site, due to the proposal's scale and significance. This area is in addition to the prescribed minimum notice area of 120 metres, as outlined in the Planning Act. Neighbouring residents along Warden Avenue, low-rise homes in the Neighbourhoods to the east, and other members of the public may be interested in the proposed development due to their proximity or relationship to the site.

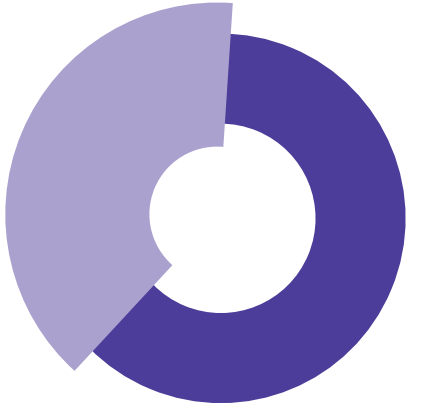


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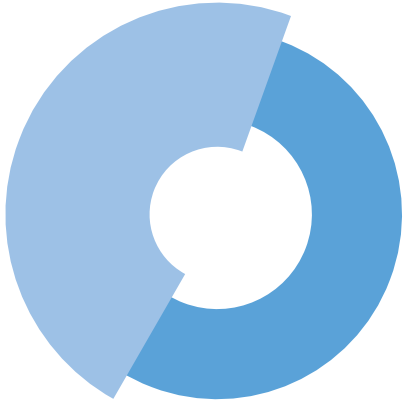
Who are you engaging?

Demographic Snapshot

As part of the 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 from the City of Toronto 2016 Neighbourhood Profiles. Overall, this demographic snapshot reveals key highlights of the **Clairlea-Birchmount** neighbourhood in comparison to the wider **City of Toronto** population. A complete demographic profile can be accessed in Appendix A.



34% Renters
66% Owners



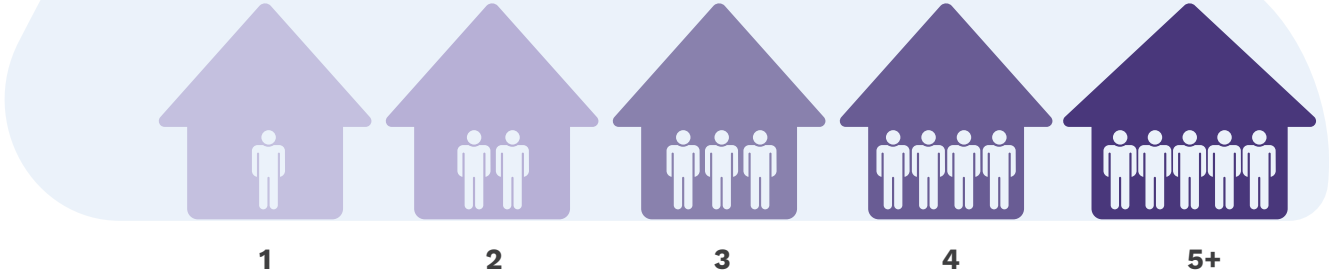
47% Renters
53% Owners

Housing Tenure

More residents in the neighbourhood own their home than the City average.

Household Size

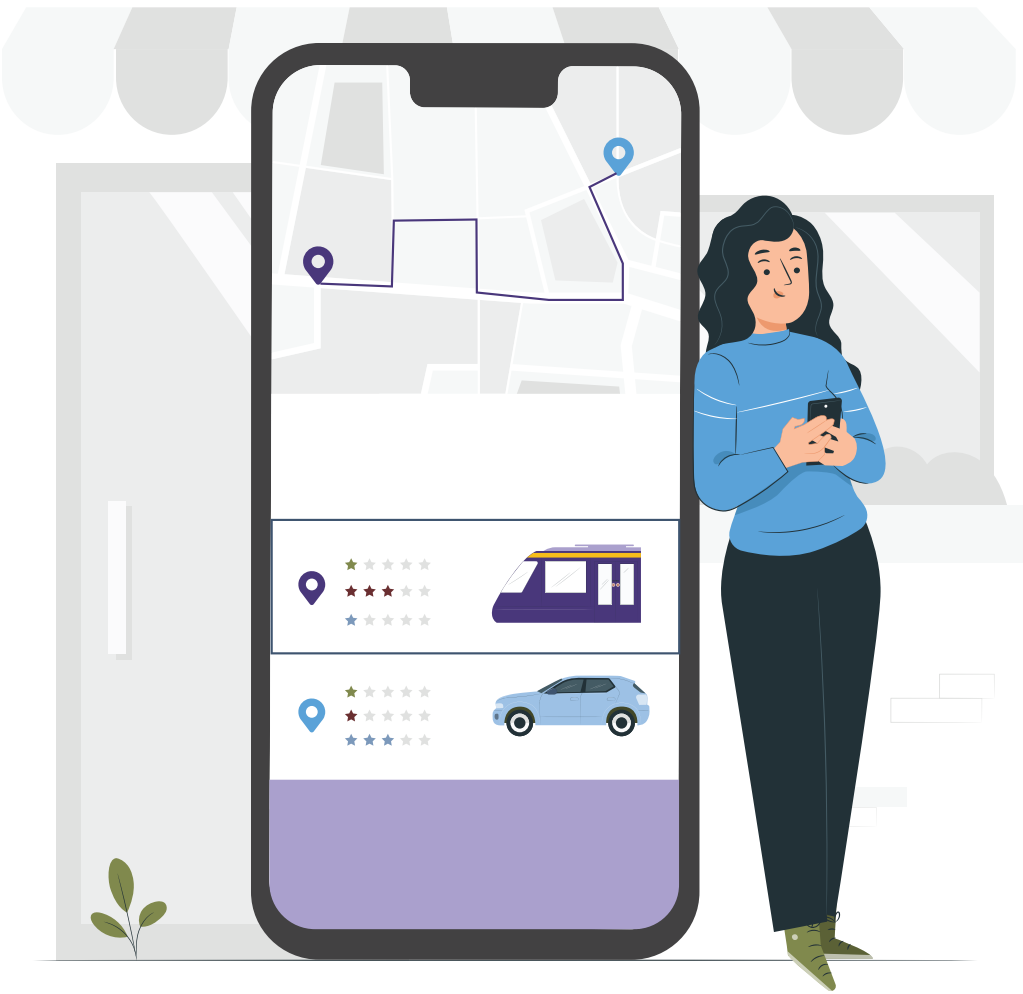
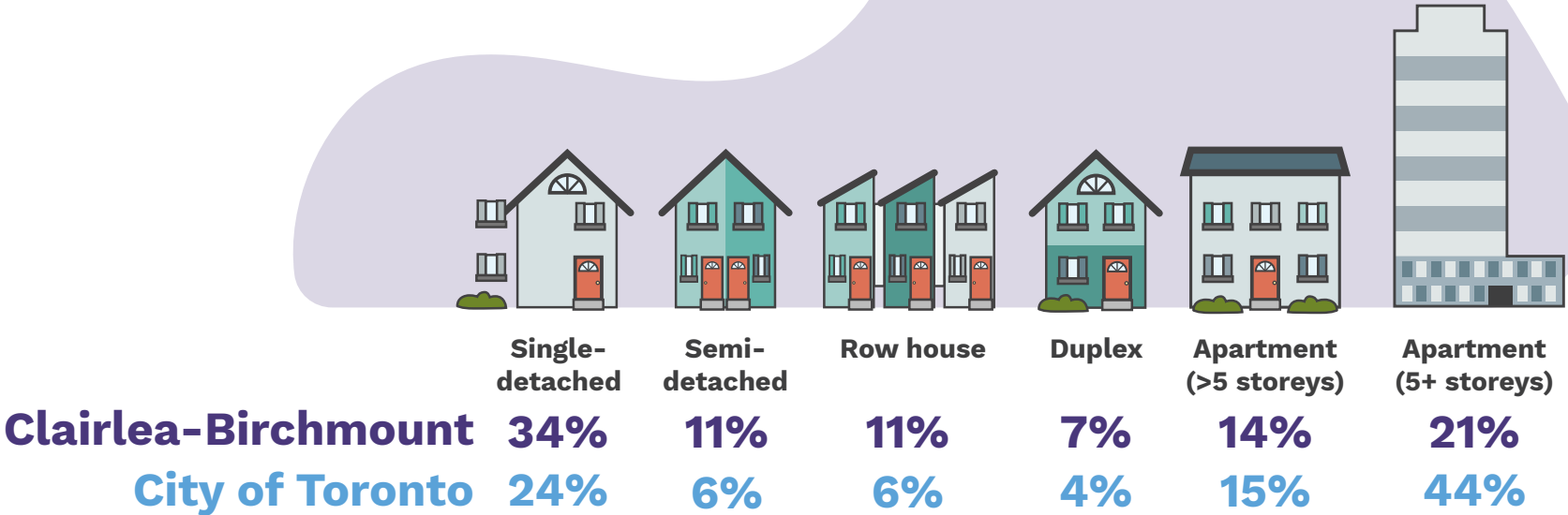
1 and 2 person households are both the most common in the neighbourhood and City overall, while there is a higher contingency of 3 to 5+ person households than the City average, indicating that it is a neighbourhood with a lot of families.



	1	2	3	4	5+
Clairlea-Birchmount	21%	25%	20%	19%	13%
City of Toronto	32%	30%	16%	13%	9%

Housing Structure Type

There is a higher average of semi-detached houses in the neighbourhood (34%) than there are in the City (24%), and a significantly lower average of apartments over 5-storeys with almost half of the City’s average of 44%.



	Car	Public Transit	Walking	Bike
Clairlea-Birchmount	51%	37%	9%	3%
City of Toronto	51%	44%	3%	<1%

Commute to Work

Commuting by car and public transit are the most common modes in both the neighbourhood and City overall, while walking and cycling to work is less common in the neighbourhood.

Targeted Audience & Stakeholders

The project team has identified a series of key stakeholders that may take an interest in the proposal and wish to contribute throughout the process. These stakeholders and/or stakeholder groups are outlined in the following list:

**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.*

Existing commercial buildings at 681 and 689 Warden Ave

Ina Grafton Gage Home, 40 Bell Estate Road

Targeted Stakeholder Groups

Neighbouring Residents

Councillor Gary Crawford, Ward 20 Scarborough

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What will we be discussing?

List of Matters to be Addressed

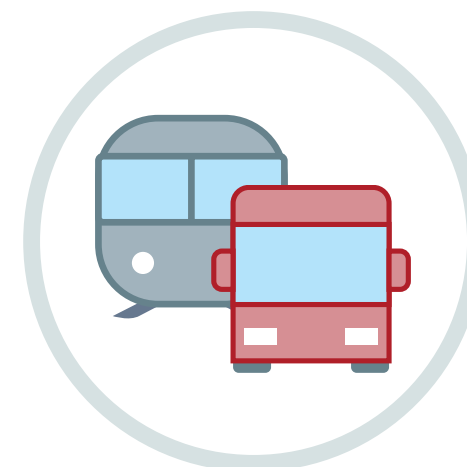
The following list covers various topics and issues that have been raised during pre-application conversations with the public and local stakeholders, and will continue to be brought forward for further discussion and consultation:



Built form: architecture, height & massing



Traffic: congestion along Warden Avenue



Transit: proximity to TTC Subway Line 2 & Bus Routes



Commercial Use: lack of retail in the immediate area



Public Realm Amenities: Proposed Park



Site access: new public road & parking, separation from neighbours to the east



Construction & Project Timeline

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How are we engaging?

Based on the context of the neighbourhood and stakeholder groups, the applicant and project team have implemented a series of engagement methods to both inform and consult with community members. Some of these methods are ongoing and may be adjusted based on initial feedback.

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 online consultation.



Communication with Neighbours



Project Website

Communication with Neighbours

- Neighbours directly surrounding the site will be delivered letters notifying them of the application and invite them to meet with the applicant
- Future communications may be used to provide interested stakeholders and neighbours overall information about the proposed development, as well as:
 - Upcoming community consultations and/or other opportunities to provide feedback
 - Any additional project milestones
- These communications may come in the form of printed letters, email updates or phone calls
- The project team will work with stakeholder groups to establish the most productive and constructive meeting format for those involved
- Future meetings may be with other groups not listed in this report, but who convey a strong interest in being involved in the process





Project Website: www.685Warden.ca

- A project website was launched to provide details about the application, and will act as the central hub for updates and messages about the project, particularly in lieu of in-person tools that aren't currently feasible due to COVID-19 protocol
- Provides an additional opportunity for feedback and questions, the potential to reach a broader range of voices

City of Toronto Public Consultation Methods

The applicant-led engagement methods will be in addition to the following standard public consultation methods employed by the City:



Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff and the Ward Councillor on how to 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



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.



Statutory Public Meeting

- Once the Community Consultation Meeting is hosted, members of the public may attend the Statutory Public Meeting at Toronto 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

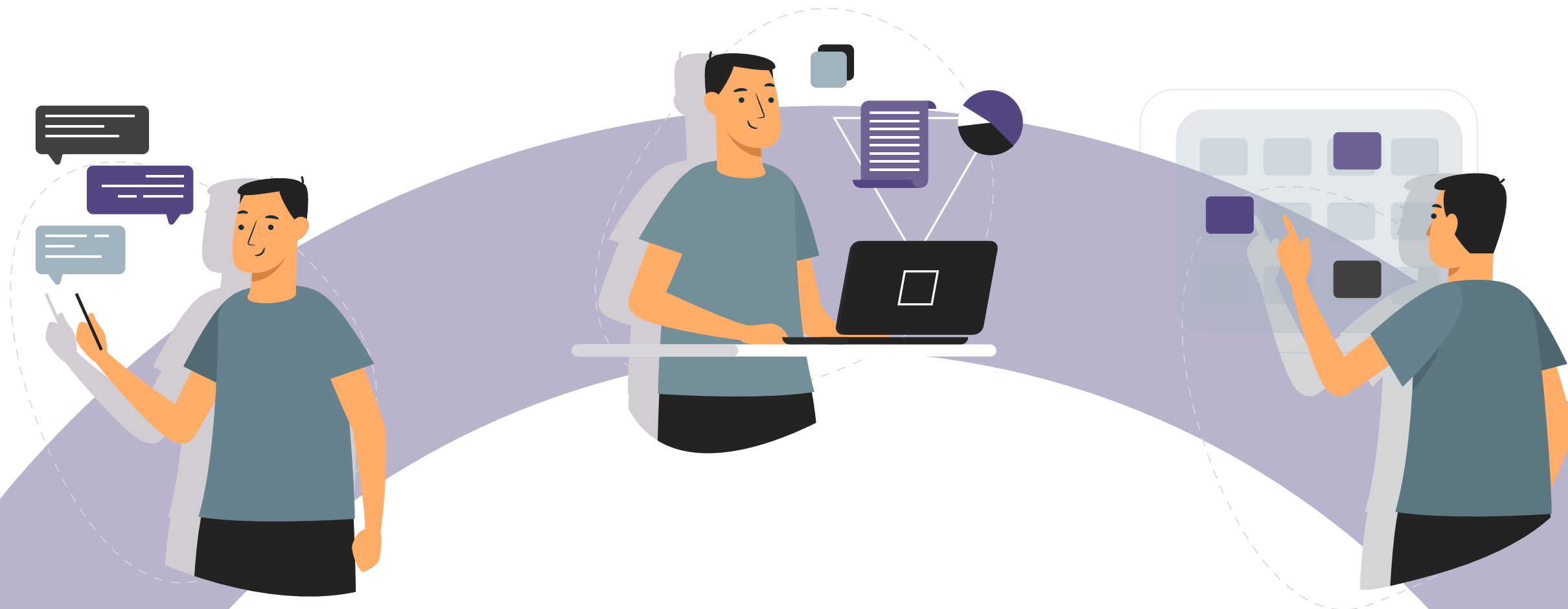
Throughout the public consultation process for this proposal, information collected from stakeholder meetings, various communication methods and applicant or City-led community meetings, will be summarized to reveal key discussion topics. The applicant will aim maintain a consistent feedback loop with the public and interested stakeholders. At minimum, the goal is to provide them with access to clear summaries of any engagement that has transpired over the course of the development application process.



Reporting Back

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

- 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 neighbours, as well as the project website and email, and report back either in-person or virtually at any future community meetings
- Public Consultation Strategy Report 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



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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.



APPENDIX A: **DEMOGRAPHICS**

Socio-Economic Indicator		Clairlea-Birchmount	City of Toronto
Age	Children (0 to 14)	17%	15%
	Youth (15 to 24)	13%	12%
	Working Age (25 to 54)	45%	45%
	Pre-Retirement (55 to 64)	13%	12%
	Seniors (65+ years)	12%	16%
Median Household Income		\$68,524	\$65,829
Home Language	English	69%	70%
	Non-Official	31%	29%
	French	<1%	<1%
	Top Non-English Home Languages	61%	51%
		Bengali & Tagalog	Mandarin & Cantonese
Housing Structure Type	Single-Detached House	34%	24%
	Semi-Detached House	11%	6%
	Row House	11%	6%
	Duplex storeys	7%	4%
	Apartment, less than 5 storeys	14%	15%
	Apartment, 5+ storeys	21%	44%
Housing Tenure	Own	66%	53%
	Rent	34%	47%
Main Mode of Commuting	Car	52%	51%
	Public Transit	44%	37%
	Walking	3%	9%
	Bike	<1%	3%
	Other	<1%	<1%
Household Size	1-person	21%	32%
	2-person	25%	30%
	3-person	20%	16%
	4-person	19%	13%
	5 or more persons	13%	9%
Educational Attainment	Bachelors' degree or higher	34%	44%
Period of Construction	Single-Detached House	42%	33%
	Semi-Detached House	24%	31%
	Row House	3%	10%
	Duplex storeys	5%	8%
	Apartment, less than 5 storeys	19%	11%
	Apartment, 5+ storeys	7%	7%