



Public Consultation Strategy Report

1365-1375 Yonge Street
City Of Toronto

Prepared For
Yonge and Rosehill Inc

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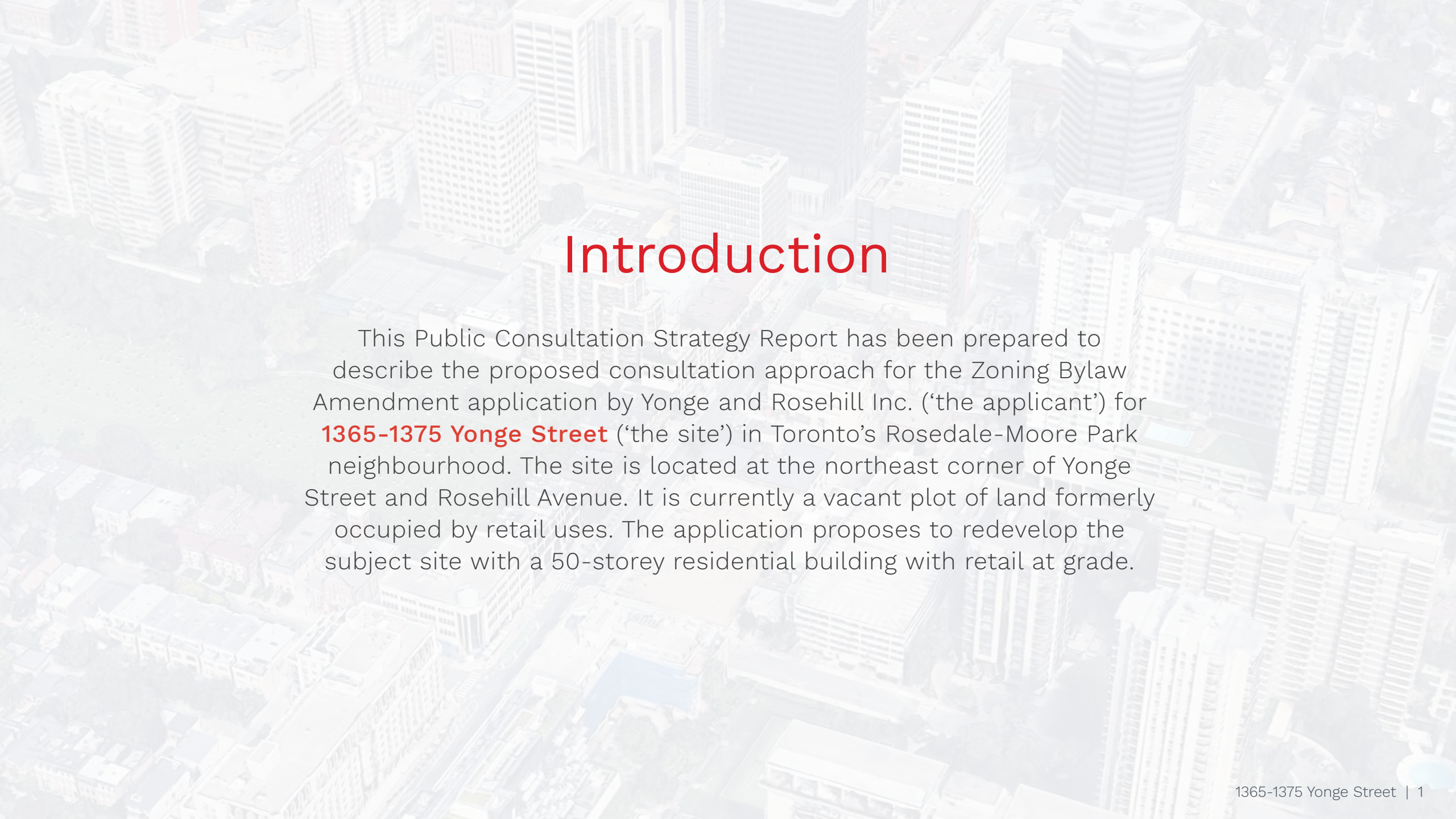
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An aerial photograph of a dense urban area, likely downtown Toronto, showing numerous high-rise buildings and skyscrapers. The image is faded and serves as a background for the text.

Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Zoning Bylaw Amendment application by Yonge and Rosehill Inc. ('the applicant') for **1365-1375 Yonge Street** ('the site') in Toronto's Rosedale-Moore Park neighbourhood. The site is located at the northeast corner of Yonge Street and Rosehill Avenue. It is currently a vacant plot of land formerly occupied by retail uses. The application proposes to redevelop the subject site with a 50-storey residential building with retail at grade.

Desired Outcomes



GOAL

Inform stakeholders about the proposal through a variety of communication methods, including targeted stakeholder meetings, a project website, and email



OUTCOME

Stakeholders felt actively informed and knowledgeable about the application and how it differs from the previous owner's proposal. In addition, stakeholders understood how to best communicate with the project team to share questions and/or comments



GOAL

Engage with the community proactively, to learn about different perspectives and gather questions, comments, and feedback



OUTCOME

Stakeholders understood there were different ways to get involved at key milestones throughout the consultation process



GOAL

Demonstrate how the consultation process is integrated with the evolution of the project proposal



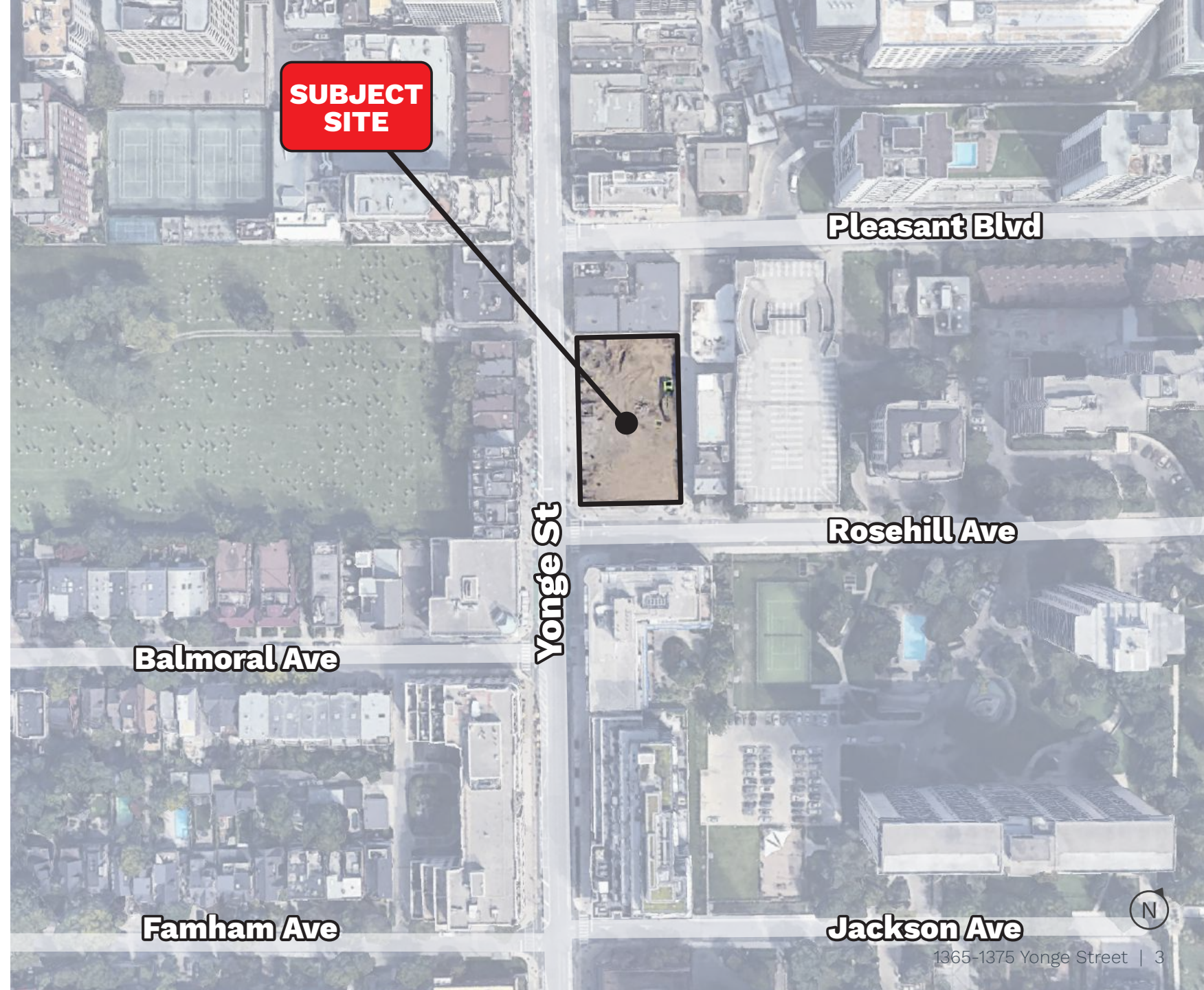
OUTCOME

Through the collection, review, and analysis of stakeholder feedback stakeholders understood how feedback was incorporated into modifications to the original project proposal

Site & Surroundings

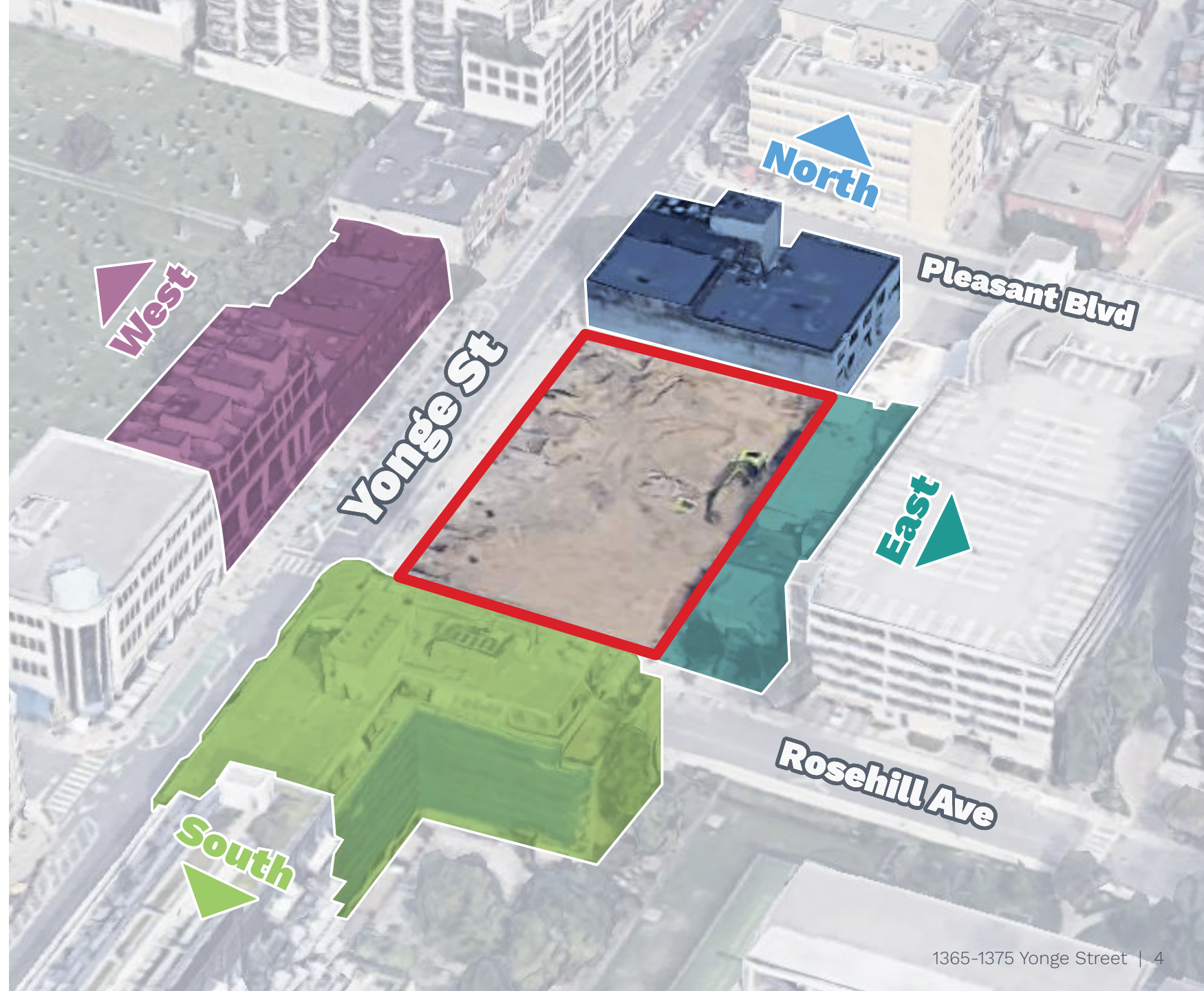
The Site

- **1365-1375 Yonge Street**
- The site is currently a vacant plot of land at the corner of Yonge Street and Rosehill Avenue
- The site was subject to a development application in 2018 made by the previous owners



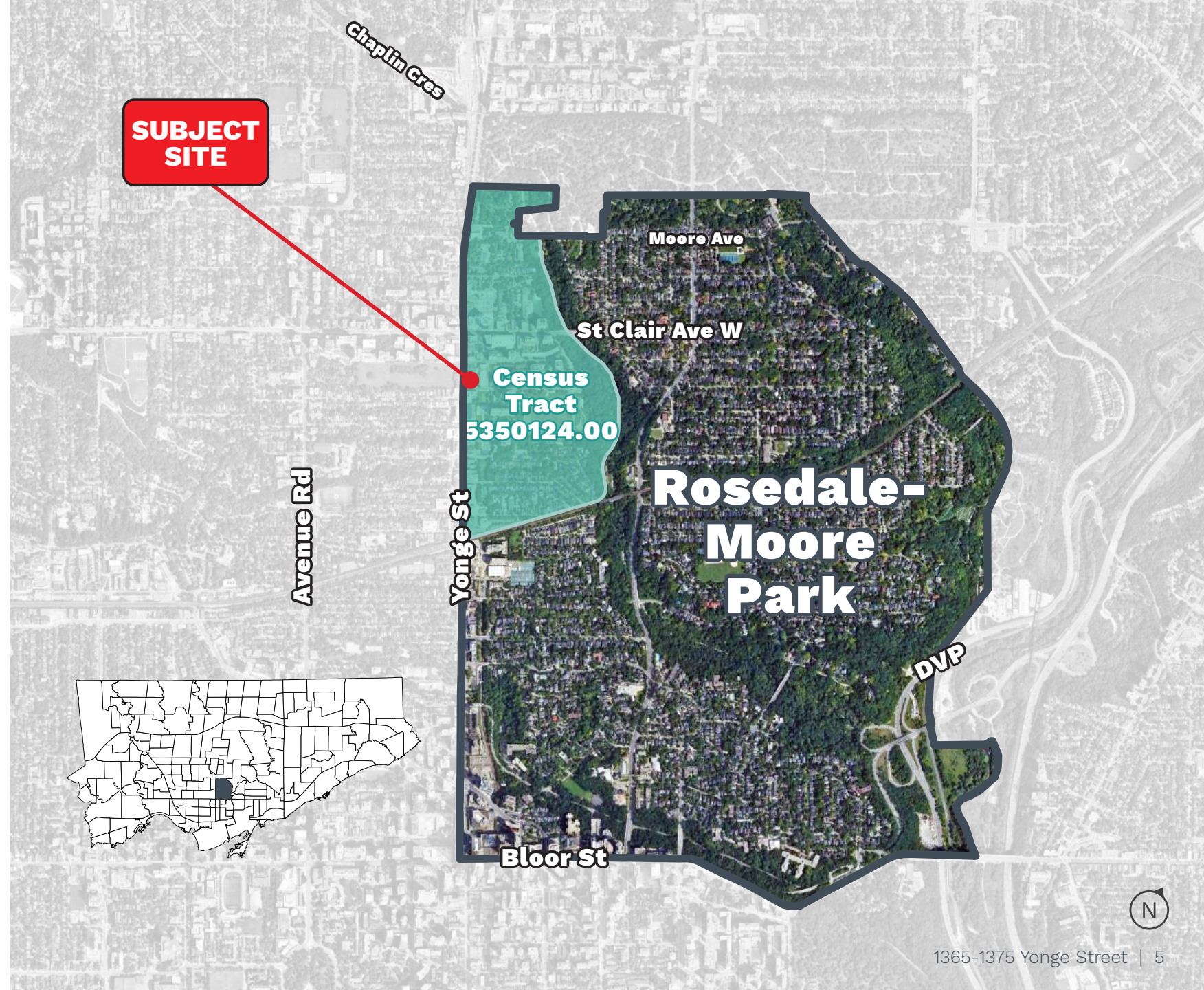
Surroundings

- **North:** along the northern boundary of the property are a number of retail operations including Hero Burger, The UPS Store, Midtown Tech, Moore Park Cleaners, and Action Health Spa
- **South:** across the street to the south, is a 7-storey condominium building
- **East:** along the eastern boundary of the property is a laneway (Lane 1 E Yonge S Pleasant) lined by The Linden School and a Circle K convenience store
- **West:** across the street on the west side of Yonge, are a number of retail businesses and multi-tenant buildings



Neighbourhood

- The subject site is located in the broader **Rosedale-Moore Park** neighbourhood and **Census Tract 5350124.00**
- Understanding the neighbourhood makeup through the Census Tract level allows for a more in-depth demographic analysis of who lives nearby



Transportation

- The site is less than a 1-minute walk to TTC subway, streetcar, and bus connections at St. Clair Station
- Yonge Street bike lanes line both the east and west sides of Yonge, providing immediate access to users of the site

Legend

-  Line 1 (Yonge/University)
-  TTC Streetcar Route
-  Bike Path



Neighbourhood Amenities

• Green Space

- The site is less than a 4-minute walk to the David Balfour Park and Trail system, 20.5 hectares of green space
- \$35 million dollar investment was completed to the park in 2022

• Retail

- Yonge Street is lined with many shops and services for residents of the area
- Loblaws and Farmboy grocery stores are less than a 5-minute walk from the site

Legend

 Parks & Open Spaces

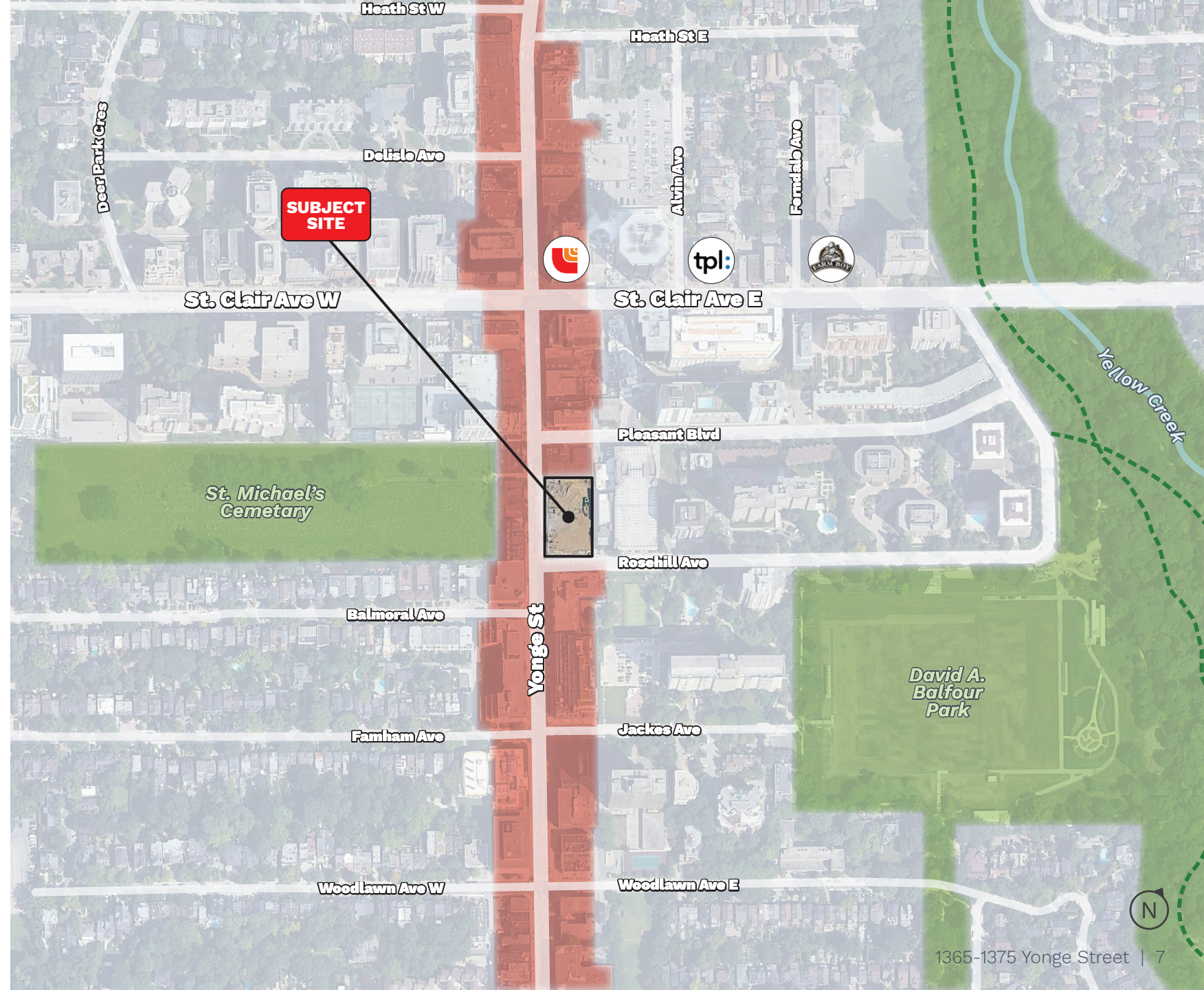
 David A. Balfour Trail

 Yonge Street Retail

 Loblaws

 Farmboy

 Toronto Public Library
(Deer Park Branch)



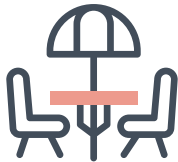
Proposal Highlights



655
Total Units



385 m²
Retail Space



2,264 m²
Indoor Amenity
Space



356 m²
Outdoor Amenity
Space



31 (5%)
Studio



262 (40%)
1-Bedroom



296 (45%)
2-Bedroom



66 (10%)
3-Bedroom



204
Vehicular
Parking Spaces



721
Bicycle Parking
Spaces

View at Yonge St looking north ►



1365-1375 Yonge Street

Key Messages

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



Connecting to Major Transit



Housing & Amenity-Rich Areas



Proposal Details



Connecting to Major Transit

- “The site is a one-minute walk from the Yonge-University subway line, St. Clair streetcar, and multiple bus routes. This direct access to multiple forms of transit will allow residents of the site to choose more green forms of transportation.”
- “In February 2023, the City of Toronto voted to make the ActiveTO bike lane pilot program along Yonge Street permanent. These bike lanes front onto the proposed development, providing direct access to future residents of 1365-1375 Yonge Street.”
- “Guidelines set by both the Province and City support and direct new development in transit rich areas. With all service types just a one-minute walk from the site, this property is the ideal location for new housing.”



Housing & Amenity-Rich Areas

- “The new owners of the property are looking to provide more housing on the site, for anyone who wants to live at Yonge and St Clair, an area that has day-to-day needs within walking distance.”
- “Directly surrounding the site are many retail and commercial services, parks, and transit. This central location provides residents access to everything they need within walking distance”
- “An important part of this development is maintaining the retail character along Yonge Street. At street level the proposal will include 385 square metres of retail space.”



Proposal Details

- “The proposed development features a 50 storey mixed-use building. It will include 31 studio units, 262 1-bedroom units, 296 2-bedroom units, and 66 3-bedroom units.”
- “Due to the proximity to transit, this development will focus less on providing car parking spaces and more on providing bicycle parking spaces to promote alternative modes of transportation in addition to nearby rapid transit access.”
- “In 2018, previous owners of the property submitted a proposal for the site. While the proposal has changed, the applicant’s intention is to fulfill the community benefits secured as part of the previous development approval and look forward to making a meaningful contribution to the area where more Torontonians can call Rosedale Moore-Park home.”
- “While the application is being reviewed by City Staff, the intent is to have a temporary activation installed on site to help animate this section of Yonge Street and provide the community with recreational activities.”

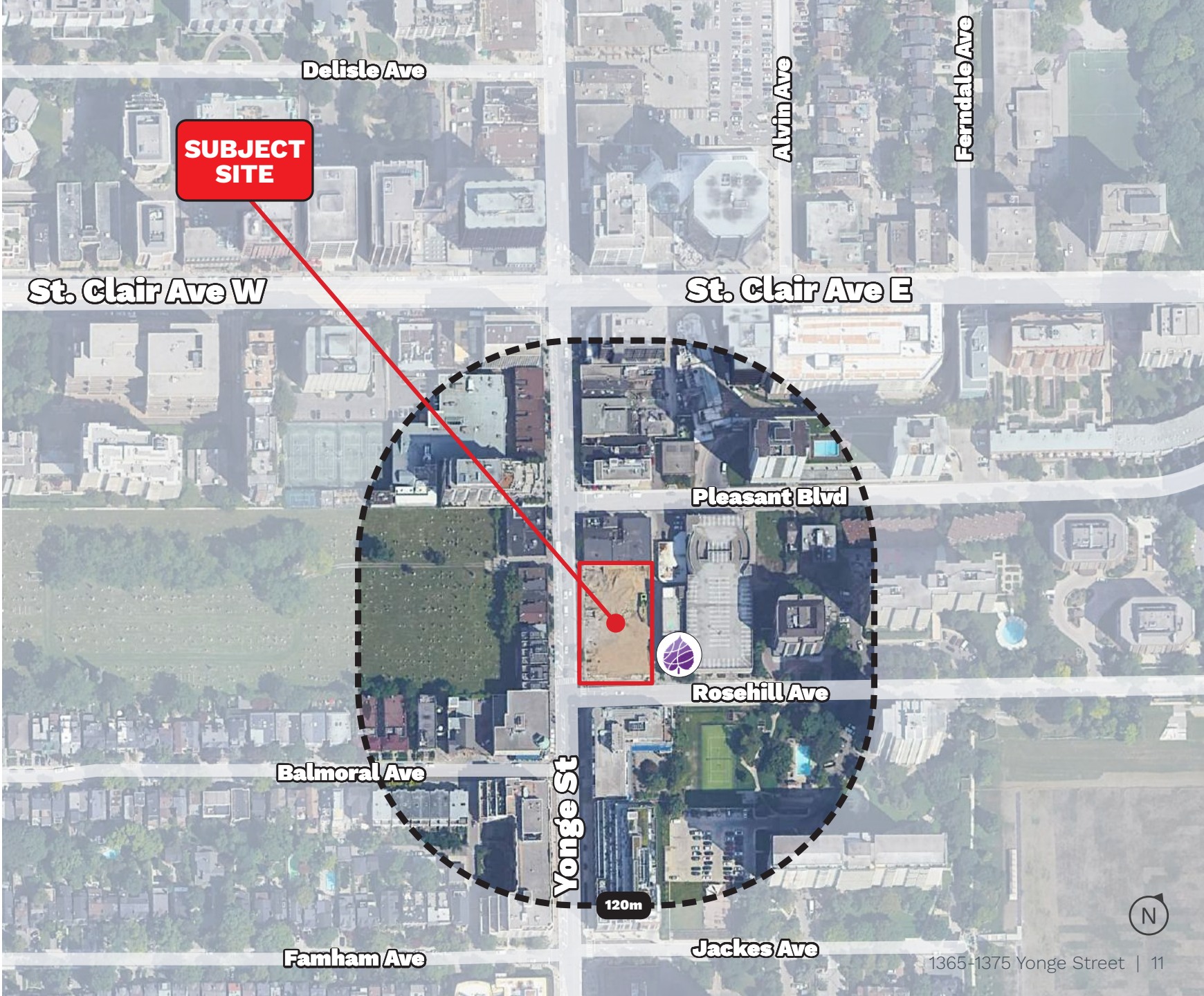
Scope of Consultation

Nearby Neighbours

We recommend that the Scope of Consultation for the proposed development be defined as an area of approximately **120 metres** around the site. This area follows the prescribed minimum notice area as outlined in the Planning Act. Neighbouring residents, The Linden School, and business owners along Rosehill Avenue and Yonge Street may be interested in the proposed development due to their proximity to the site.

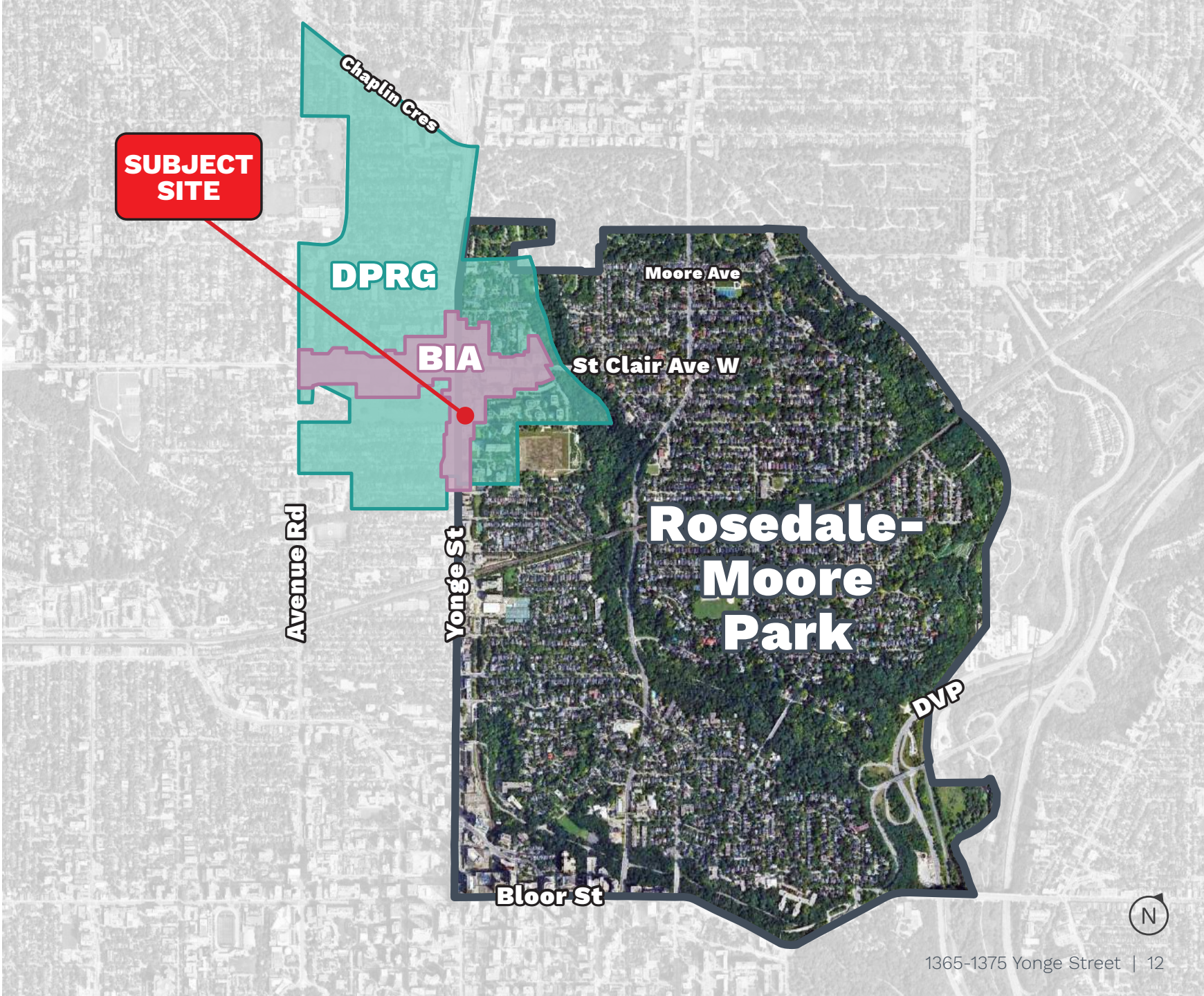
Legend

 The Linden School



Broader Neighbourhood

The broader consultation area for the proposed development includes the wider **Rosedale-Moore Park** neighbourhood, **Deer Park Residents' Group Inc. (DPRG)**, the **Yonge St Clair Business BIA (BIA)**, and other interested members of the public.



Audience

Demographic Snapshot

As part of the consultation process, the applicant and the project team considered the demographics and population of the local area surrounding the site by referring to Statistics Canada census data from 2021. Overall, this demographic snapshot reveals key highlights of **Census Tract 5350064.00 (CT)** in comparison to the wider **City of Toronto (City)** population. A complete demographic profile can be accessed in **Appendix A**.



Household Income	CT	City
Median	\$92,000	\$65,829



Housing Tenure	CT	City
Rent	32%	53%
Own	68%	47%



Age	CT	City
0 to 14 years (Children)	8%	15%
15 to 24 years (Youth)	6%	12%
25 to 54 years (Working Age)	41%	45%
55 to 64 years (Pre-Retirement)	13%	12%
65+ years (Seniors)	32%	16%



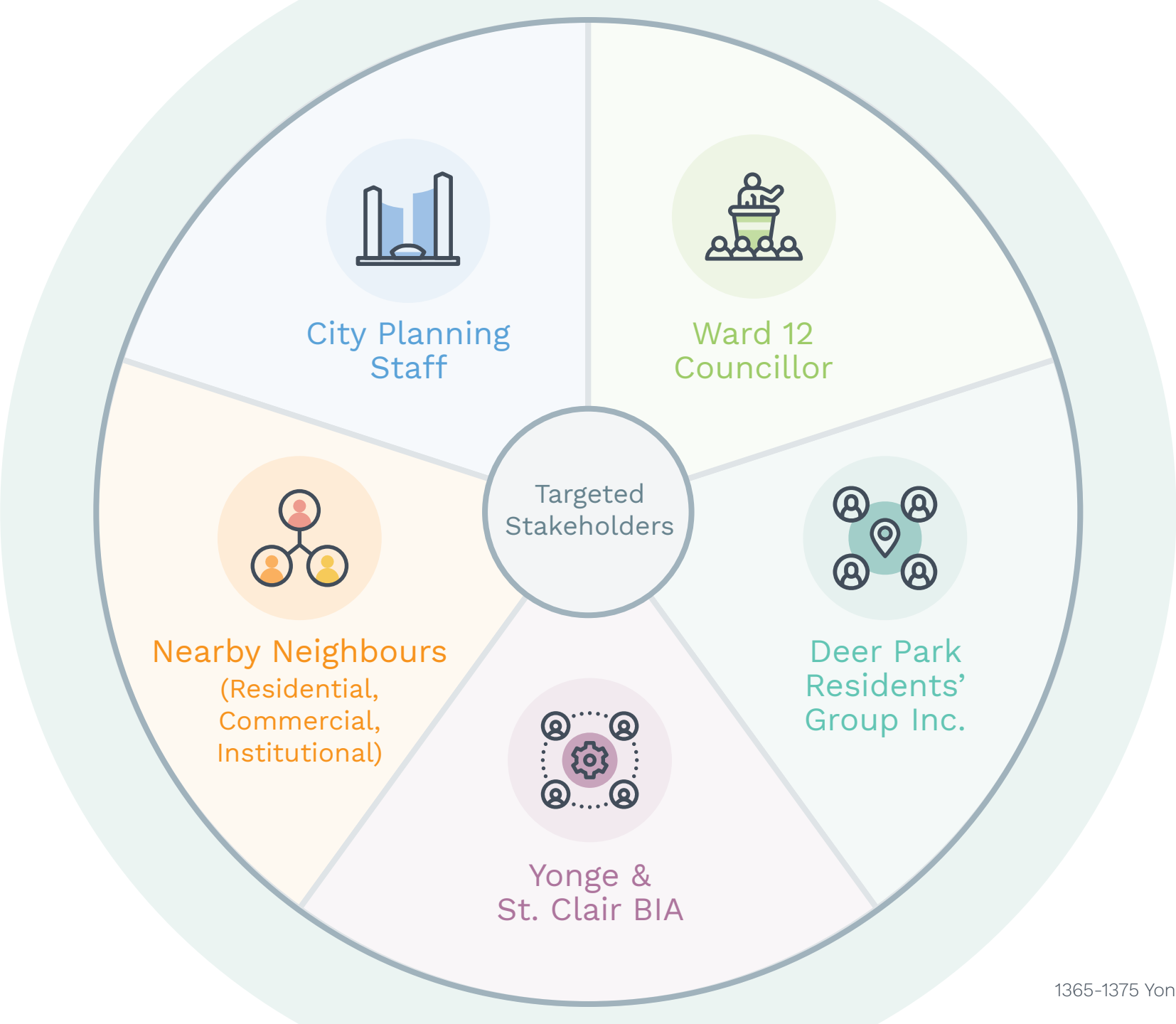
Housing Structure Type	CT	City
Single-detached House	4%	24%
Semi-detached	2%	6%
Row House	5%	6%
Duplex	2%	4%
Apartment <5 storeys	9%	15%
Apartment 5+ storeys	78%	44%



Main Mode of Commuting	CT	City
Car	41%	51%
Public Transit	40%	37%
Walking	14%	9%
Bike	2%	3%
Other	3%	<1%

Key Stakeholders

The project team has identified a series of key stakeholders who may take an interest in the proposal and wish to contribute throughout the process.



What will we be discussing?

The following list covers various topics and issues that will continue to be brought forward for further discussion and consultation.



Built Form

Architecture,
Massing



Transit

Proximity to St. Clair
Station & Bike Lanes



Housing

Providing more Housing
to Toronto



Retail

Continuing the Retail
Character of Yonge Street



Public Realm

Streetscape Improvements,
Public Art Installation



Construction

Safety, Construction
Management, Project Timeline



Consultation

Stakeholder Feedback &
Proposal Evolution

How are we engaging?

Based on the context of the neighbourhood and stakeholder groups, the applicant and project team will implement a series of engagement methods to both inform and engage with community members. Some of these methods will be ongoing and may be adjusted based on initial feedback. This list of engagement methods aims to be flexible in response to City Staff's direction regarding online and in-person consultation.



**Applicant-led
Engagement Methods**



**City-led
Engagement Methods**

Applicant-led Methods



Project Website & Email

 www.1365yonge.ca

 info@1365yonge.ca

- A website will be created to provide details about the application, and will act as the central hub for updates and messages about the project
- The site will provide an additional opportunity for feedback and questions and the potential to reach a broader range of voices
- A project email will accompany the website as the central communication source with the applicant, and will be linked to a feedback form on the website



Communication with Neighbours & Organized Groups

Neighbours:

- Adjacent neighbours and organized groups will be informed of the application via email to share information about the proposal and invited to meet with the applicant on an individual basis
- Future communications may be used to provide interested stakeholders overall information about the proposed development

City-led Methods

In addition to the applicant-led engagement methods, 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

- 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
 - Contact details of the assigned City Planner
 - A link to the City's Development Application Information Centre (AIC)



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 and East York Community Council (TEYCC) to provide further commentary to City Staff, the project team, and members of Community Council.

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 highlight key discussion topics. The applicant will aim to maintain a feedback loop with the public and interested stakeholders. At minimum, the goal is to provide interested parties with access to clear summaries of 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
- Project website & email



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: Full Demographic Profile

Age			Immigration & Minority			Main Mode of Commuting		
	CT	City		CT	City			
0 to 14 years (Children)	8%	15%	Visible Minority Population	22%	51%	Car	41%	51%
15 to 24 years (Youth)	6%	12%	Born in Canada	62%	49%	Public Transit	40%	37%
25 to 54 years (Working Age)	41%	45%	Top Places of Birth:			Walking	14%	9%
55 to 64 years (Pre-Retirement)	13%	12%	India, United Kingdom & China, Philippines, India			Bike	2%	3%
65+ years (Seniors)	32%	16%				Other	3%	<1%
Household Income			Housing Tenure			Education		
Median	\$92,000	\$65,829	Rent	32%	53%	Bachelors' degree or higher	60%	44%
			Own	68%	47%			
Home Language			Housing Structure Type			Household Size		
English	88%	70%	Single-detached House	4%	24%	Average Household Size	1.7	2.42
Non-Official	11%	29%	Semi-detached	2%	6%	1-person	54%	32%
French	12%	<1%	Row House	5%	6%	2-person	32%	30%
Top non-English Home Languages:			Duplex	2%	4%	3-person	8%	16%
Spanish & Russian & Mandarin & Cantonese			Apartment <5 storeys	9%	15%	4-person	5%	13%
			Apartment 5+ storeys	78%	44%	5 or more persons	1%	9%