

1140 YONGE

Public Consultation Strategy Report

1134-1140 Yonge Street, Toronto

August 2020

1140 Yonge Inc.

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Table of Contents

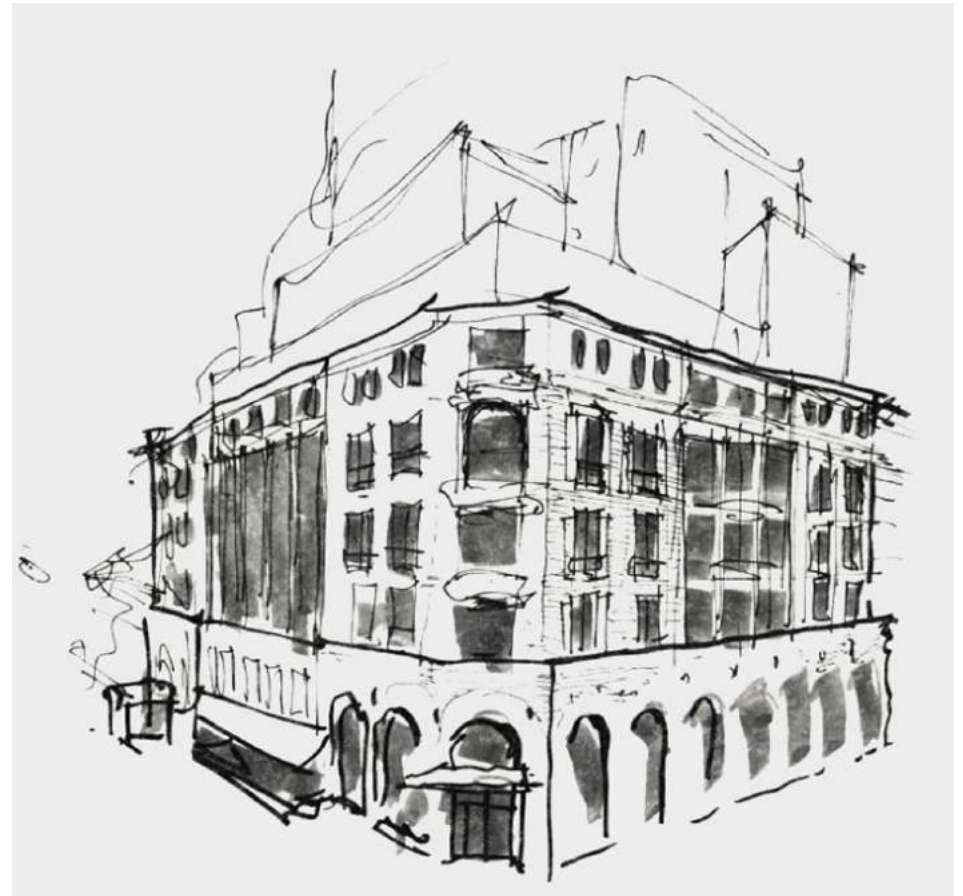
I. INTRODUCTION	1
II. SUBJECT SITE	2
III. SURROUNDING AREA	3
IV. PROJECT VISION	5
V. PROJECT DETAILS	9
VI. AUDIENCE	12
VII. SCOPE OF CONSULTATION	14
VIII. COMMUNICATION & ENGAGEMENT APPROACH	15
IX. CONCLUSION	24
APPENDIX	25

I. Introduction

This Public Consultation Strategy Report has been prepared in support of a Official Plan Amendment and Rezoning Application made by 1140 Yonge Inc. (“the applicant”) for 1134-1140 Yonge Street (“the subject site”) in Toronto’s Summerhill and Rosedale neighbourhoods.

The subject site is currently occupied by a three-storey commercial building, a single-storey commercial building containing a Staples Business Depot, and associated surface parking lot. We are proposing to redevelop the site with a high quality, 13-storey mid-rise mixed-use condominium building and three townhouse units along Marlborough Avenue.

Prior to the submission of this application, we have engaged and communicated with several area stakeholders and interested parties about the proposed development; these pre-application consultations are identified within this report. This report also covers the required content, as outlined in the City of Toronto’s Terms of Reference for Public Consultation Strategy Reports. This includes key messages and matters to be addressed, the proposed scope of consultation, demographic information and the target audiences, the purpose and desired outcomes of consultation, as well as the tools, tactics and techniques for communicating and consulting with the public and target audiences. This report has been prepared as a “living document” and, going forward, we would be pleased to update and adjust elements of this report in collaboration with City Staff, the Councillor, and the community.



II. Subject Site

Site Location

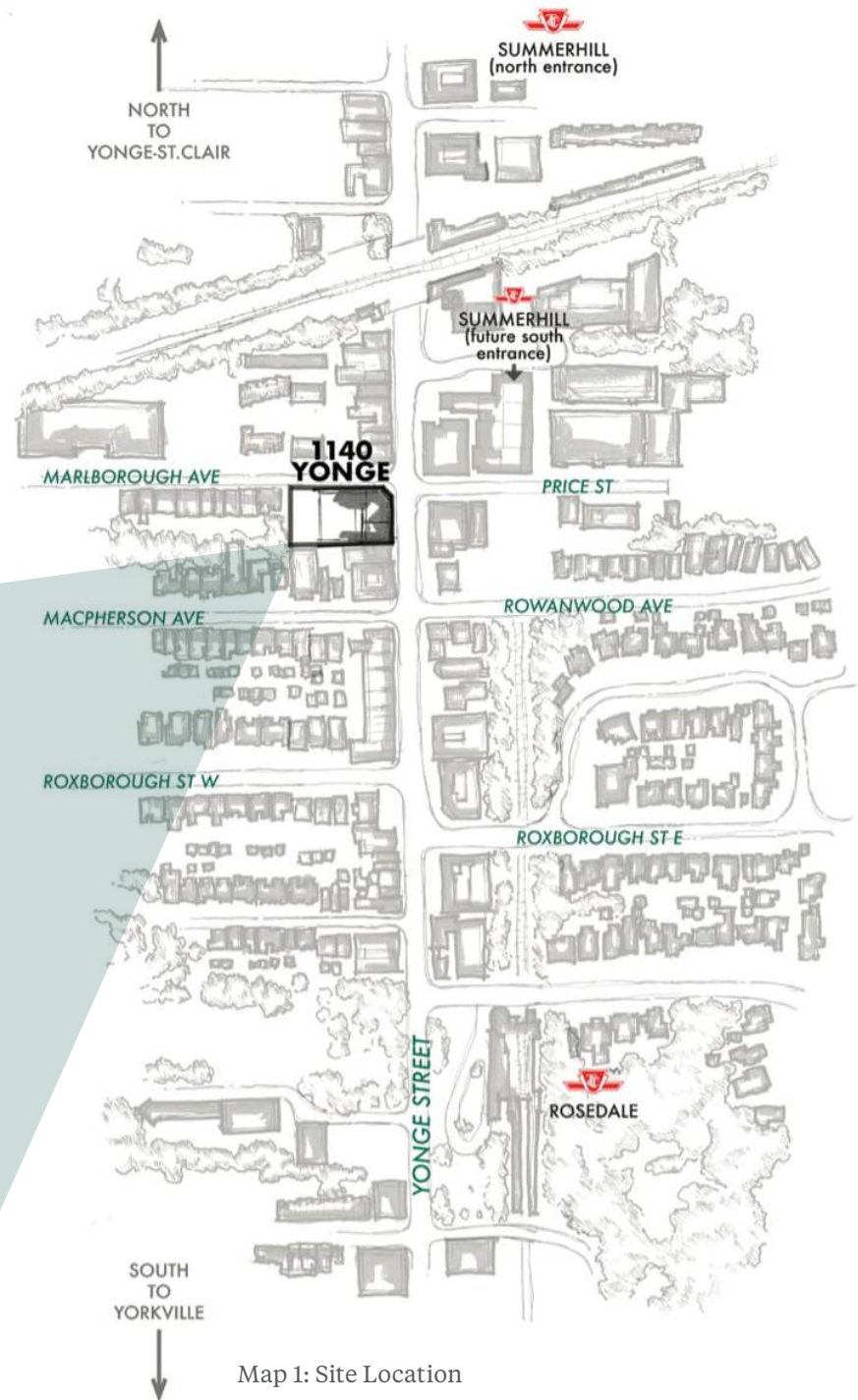
The subject site is located in the Summerhill and Rosedale neighbourhoods, on the southwest corner of Yonge Street and Marlborough Avenue, and within walking distance of Summerhill and Rosedale subway stations (see Map 1).

Existing Use

The site is currently occupied by a one-storey commercial building, which supports a Staples Business Depot and its associated parking lot (1140 Yonge), as well as a three-storey commercial building (1134 Yonge).



Subject site (Google Street View)



Map 1: Site Location

III. Surrounding Area

Surrounding Area



Transportation Connections

- Two subway stations, Summerhill station and Rosedale station, are located within a 5-minute walk of the subject site; both stations are on the Yonge-University-Spadina subway line.
 - A new access to Summerhill station is planned as part of the future redevelopment of Scrivener Square on the east side of Yonge Street.
- Two bus routes operate along Yonge Street that have stops at Yonge Street and Macpherson Avenue and Yonge Street and Rowanwood Avenue.
 - The 97B Yonge bus runs in a general north-south direction between York Mills Station to Queens Quay in the Downtown.
 - The 320 Blue bus is a night route that operates between the area of Queens Quay West and Bay Street, and the area of Steeles Avenue East and Yonge Street, generally in a north-south direction.



Parks & Green Spaces

- There are a number of parks, parkettes and green spaces within walking distance of the site, including:
 - Marlborough Place Parkette
 - Pricefield Road Playground
 - Lionel Conacher Park
 - Robertson Davies Park
 - Jay Macpherson Green
 - Ramsden Park
 - Budd Sugarman Park
 - Rosedale Ravine Lands
 - Severn Creek Park
 - David A. Balfour Park



Educational institutions

- Several public and private schools exist within the surrounding neighbourhood, including:
 - Toronto Public School Board:
 - Rosedale Junior Public School
 - Cottingham Junior Public School
 - Jesse Ketchum Junior & Senior Public School
 - Private Schools:
 - De La Salle College
 - The York School

IV. Project Vision

An exceptional site worthy of an exceptional building.

Since its inception as the Canadian headquarters of the Pierce-Arrow luxury automobile in the 1930s, to serving as the location of CBC studios from the 1950s-1990s, residents and visitors alike have recognized this corner of Yonge and Marlborough as one with incredible promise.

With our proposal for 1140 Yonge, we have imagined what we believe to be the best building in the city; one that will celebrate and enrich the property's heritage, reach for the highest sustainability standards including becoming the first Passive House condominium in Toronto, introduce the public to a residence rich in character and an active pedestrian experience, and ultimately become an architectural landmark worthy of our city and admired the world over.

Core Principles

1140 Yonge was designed around the following five core principles:



1

Celebrate & Honour Heritage

Our goal is to create a landmark building that restores and celebrates the extraordinary heritage of the site for our neighbours and for Toronto as whole, for many generations to come.



2

Make an Indelible Architectural Contribution

Every detail of the proposal has been thoughtfully designed to create a building that generations of community members and Torontonians will be proud of.



3

Breathe New Life into the Neighbourhood

Our vision is for 1140 Yonge to serve as a ‘front porch’ to the Summerhill and Rosedale communities. A restaurant at ground-level with high, arched windows and patio space on Marlborough will create a seamless transition from Yonge Street to the neighbourhood. By opening the site back up to the street, our building will reanimate the streetscape and provide a more vibrant pedestrian experience.



4

Strive for Best-in-Class Sustainability

At 1140 Yonge, we have the opportunity and responsibility to achieve the highest standards of building sustainability and performance. In addition to pursuing Tier 3 of The City of Toronto Green Standard, we are exploring the feasibility of becoming the first condominium in the city to achieve Passive House standards.

5

Craft Homes With Character

At the heart of our Vision is the desire to create a collection of unique residences unlike anything the city has seen before, integrating timeless architectural principles with innovation not commonly seen in condominiums.



V. Project Details

Proposal: 13-storey mid-rise mixed-use condominium building and three 3-storey townhouse units

Project Developers: Devron Developments & Constantine Enterprises Inc.

Architect: Audax Architecture



Project Statistics

Maximum Height	52 metres (excluding the mechanical penthouse)
Unit Mix	Total 66 1-bedroom 11 (17%) 2-bedroom 43 (65%) 3-bedroom 12 (18%)
Gross Floor Area (GFA)	Total 17,506 m² Residential 15,985 m ² Commercial/Retail 1,520 m ²
Amenity Space	Total 521 m² Indoor 321 m ² Outdoor 199 m ²
Parking	Total Vehicular Parking Spaces 126 Residential 106 Visitor 6 Commercial/Retail 14 Total Accessible Parking Spaces 5 Total Bicycle Spaces 78 Residential 67 Commercial/Retail 11

**Where applicable, numbers have been rounded to the nearest whole number. Please refer to the Planning Rationale or Architectural Drawings Package for exact project statistics.*



Additional Matters to be Addressed

In addition to descriptions of the subject site and existing conditions, the project's vision and details, there are several additional subject matters that have been the topic of conversation during pre-application consultations with the community.

These topics include:

- Built form, massing and height
- Site history and heritage preservation
- Design of streetscape and public realm
- Ground-level retail uses
- Traffic, loading and circulation
- Environmental sustainability
- Public consultation
- Construction process and timelines

VI. Audience

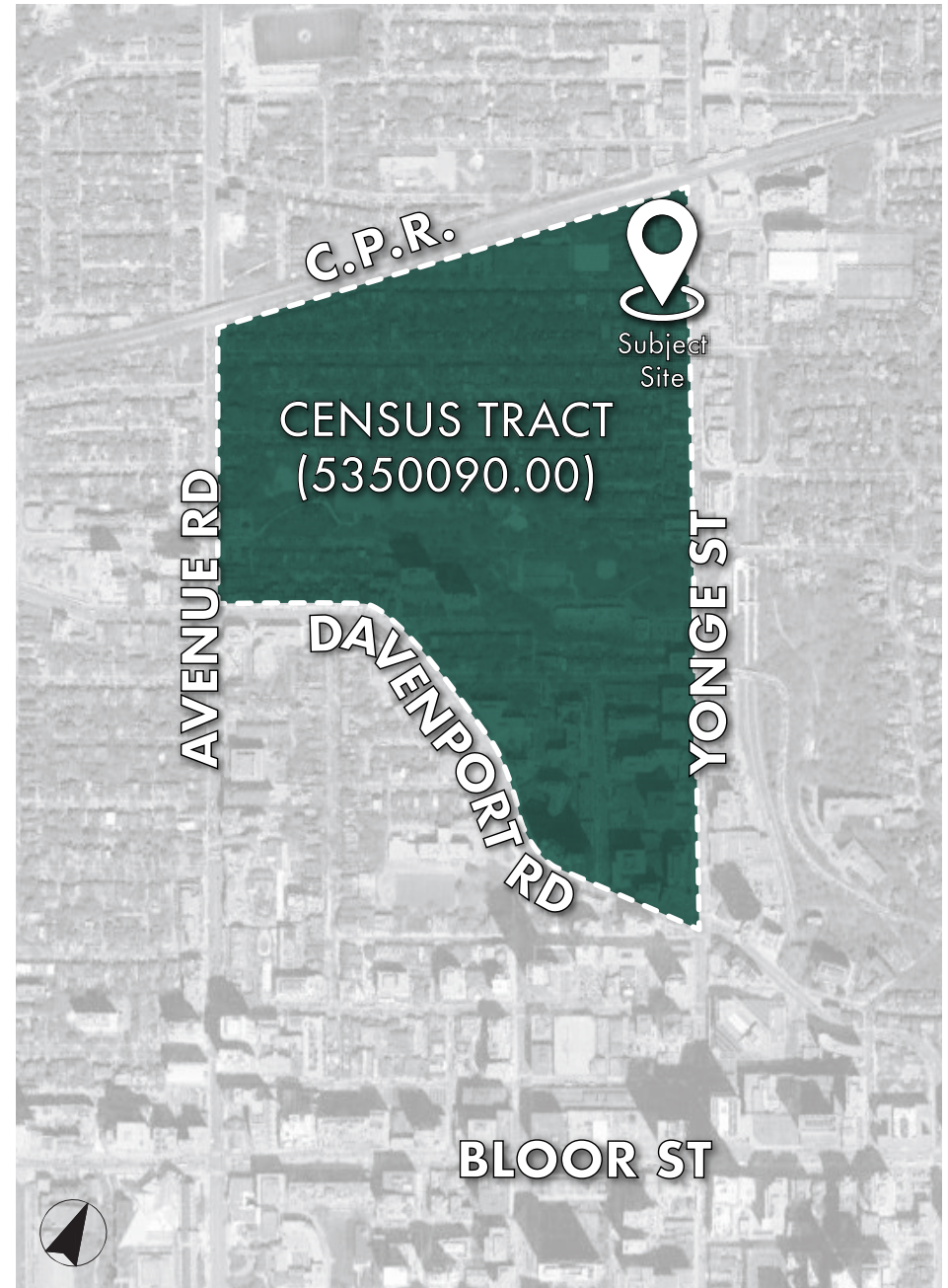
We have examined statistics regarding the area's demographics and prepared a list of local stakeholders, which together, provide a picture of the audiences potentially interested in this proposal. While these audiences helped frame our approach to consultation, we are committed to adapting this approach as we learn more about the community and interested parties.

Area Demographics

Map 2 shows the subject site within the local census tract (CT 5350090.00), which spans from Davenport Road to the south, to Yonge Street to the east, Canadian Pacific Railway line to the north, and Avenue Road to the west.

Data from the 2016 Canadian Census reveals that the population living within this census tract has several unique characteristics which distinguishes it from the broader city's population:

- **Age**
 - Nearly 30% of the population living in this census tract are seniors (aged 65+), whereas seniors make up just 16% of the City of Toronto population.
- **Median Household Income (MHI)**
 - At approximately \$82,000, the area's MHI is nearly \$20,000 over the MHI for the City of Toronto.
- **Household Size**
 - In this area, over half the population is living in a single-person household. This number is just one third across the City of Toronto.
- **Educational Attainment**
 - 80% of the population living in this census tract has achieved a bachelor's degree or higher. This contrasts with the City of Toronto average, where less than 45% of the population has achieved a bachelor's degree or higher.
- **Housing Structure Type**
 - A large majority of the population within this census tract lives in apartment buildings that are 5-storeys or taller (67%). In comparison, just 44% of the rest of the City of Toronto lives in apartment buildings that are 5-storeys and taller.



Map 2: Census Tract Map



Local Stakeholders

There are a number of stakeholders that often take an interest in development applications in the area. We have identified a list of these stakeholders, both individuals and groups, which may have already been involved in pre-application discussions with the project team and/or may be interested in getting involved in future. This list is not meant to be exhaustive and may evolve as the application progresses through the review process.

- **ABC Residents' Association (ABCRA)**
- **South Rosedale Ratepayers' Association (SRRA)**
- **Summerhill Residents' Association (SRA)**
- **Rosedale Main Street Business Improvement Area**
- **Nearby Neighbours**
- **Ward 11 – University Rosedale Councillor, Mike Layton**

VII. Scope of Consultation

Upon consideration of the audiences for the consultation process, as outlined in the previous section of this report, we have identified a scope of consultation which includes two different but overlapping areas: the local consultation area and the broader consultation area. By proposing these two areas of consultation, the intention is to capture individuals and groups that might have a specific interest, as well as members of the public who might take a broader interest, in the proposed building. These areas are described in further detail below.

Local Consultation Area

The local consultation area is defined by the following approximate boundaries: north to Alcorn Avenue, east to Thornwood Road, south to Ramsden Park Road, and west to Avenue Road (see Map 3). This area includes the residents, businesses, and regular visitors to the area, that are likely to take a more direct interest in the proposal due to their proximity to the subject site. This area encompasses the 120m notification boundary as defined in the Planning Act. It also has and could be used as the boundary to distribute mailed invites to the local community for applicant-led consultation events.



Map 3: Scope of Consultation

Broader Consultation Area

Outside of the local consultation area, and its physical geographic boundaries, we believe it is important to highlight a wider scope of consultation that includes members of the public and any other groups who may take an interest in the proposal more broadly. These individuals and groups may not live, work, or visit the area on a frequent basis, but may be

interested in the proposal for any number of reasons, possibly related to built form, architecture and design, heritage, etc. It is our intention, specifically through the project website, which is described in detail under the 'Engagement Methods' section of this report, to ensure that there are methods to learn about and engage with this proposal which are accessible to both local residents and groups, as well as the general public.

VIII. Communication & Engagement Approach

Purpose of Consultation and Desired Outcomes

Goal	Overall Engagement Goals and Outcomes	Outcome
Share information and seek input related to the proposal with the public and any interested stakeholders		The public and interested stakeholder groups feel sufficiently informed and consulted about the proposed development
Consult with interested persons and groups, using various methods of engagement		The various engagement methods were simple, straightforward, and useful, allowing a range of people to learn about the project, ask questions, and provide input
Determine overarching themes and key points about the proposal from various consultations		The feedback received during consultations helped inform our understanding of the community's sentiments related to the project
Communicate with the public in a transparent and open manner about the proposal as well as the engagement process		The public, interested stakeholder groups, and our team are clear on the overall engagement and feedback processes and their outcomes

Purpose of Consultation and Desired Outcomes

Project-specific Engagement Goals and Outcomes	
Goal	Outcome
Build on pre-application consultation with local stakeholder groups, including the residents' associations and Rosedale Main Street BIA, as well as immediate neighbours	Local stakeholder groups and immediate neighbours were consulted and made aware of opportunities to provide input into the proposal
Use digital tools, including a project website and virtual meetings, to inform and consult with residents and interested members of the public	Digital tools were used, adapted, and updated to help support ongoing information sharing and consultation with residents and interested members of the public throughout the process

Pre-application Consultation

Over the course of the past year, we have had many conversations with various stakeholder groups and interested parties about our vision for the site. These conversations have helped shape our team's overall design process and approach to the site; resulting in the current proposal. Balancing the input and interests of the different parties and members of the community involved will continue to be a key component of our process going forward.

Meetings with City Staff

- **April 2019**
 - The project team met with City Staff to introduce our concept and vision for 1140 Yonge, including architectural design, heritage, sustainability, and public realm
- **January 2020**
 - We met with City Staff for a second time to provide an update on community consultation, present some updates to the building massing, and discuss next steps
- **June 2020**
 - We met City Staff to introduce a revised concept at 13-storeys, incorporating 1134 Yonge, refining the proposed townhouses along Marlborough, and providing greater setbacks and terracing to the surrounding neighbourhood

Meetings with Councillor Layton

- **September 2019**
 - The project team met with Councillor Layton and City Staff to introduce both our concept and vision for 1140 Yonge

Meetings with Neighbours

- August 2019 – March 2020
 - We have had a series of one-on-one conversations with immediate neighbours to introduce our concept and vision, as well as discuss the boundary conditions and answer their questions regarding the construction process

Meetings with Community Stakeholders

- September 2019 – May 2020
 - We have had conversations with the following community stakeholder groups to introduce and discuss our concept and vision, our approach to community engagement, and next steps:
 - *Rosedale Main Street BIA*
 - *South Rosedale Residents' Association (SRRA)*
 - *Summerhill Residents' Association (SRA)*
 - *ABC Residents' Association (ABCRA)*

Project Website Launch

- June 2020
 - We launched our project website to provide the community with information about our vision for 1140 Yonge, and to seek feedback, in advance of submitting our development application

Virtual Open House

- July 2020
 - We hosted a virtual open house whereby participants were invited to attend a one-hour guided discussion about the vision, core principles, heritage, architecture, and design associated with the proposal
 - Participants were able to submit questions and feedback to the project team in advance of the virtual open house and during the session
 - Responses to questions asking during the session, and a recording of the session, have been posted to the project website

Engagement Methods

Based on an overview of the neighbourhood's demographic characteristics, the nature of our proposal, as well as initial discussions with stakeholders, we have used a variety of engagement methods as part of our approach to communicating and consulting with the community in advance of submission. It is our plan to continue to employ these methods throughout the application process, and we welcome suggestions from the community on other ways to communicate and engage. We will also continue to monitor the COVID-19 public health crisis to ensure our approach is flexible to the latest public health recommendations, as well as the City's direction regarding e-consultation.

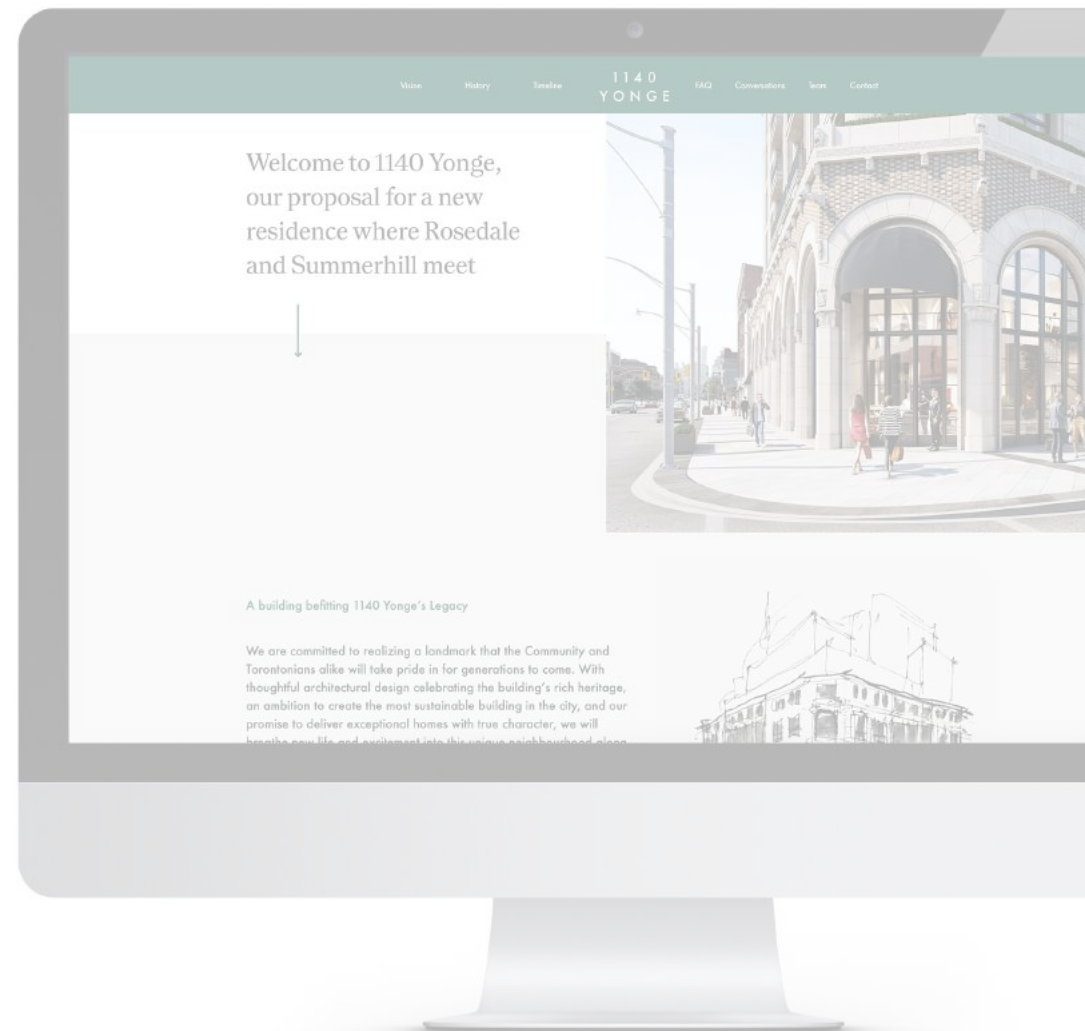
	Engagement Method	Target Audience(s)
1	Website	Broader public
2	Project Email	Broader public
3	Open House(s)	Broader public
4	Meetings with Stakeholder Groups	<ul style="list-style-type: none">• ABCRA• SRA• SRRA• Rosedale Main Street BIA
5	Conversations with Neighbours	Adjacent or nearby neighbours
6	Community Consultation Meeting	Broader public

1 Website

- We developed a website for the project that can be accessed at www.1140yonge.com
- Through the website, the public is invited to:
 - Learn about our vision and core principles, the history of the site, and the project team
 - Review application materials and reports, as well as the project's timeline
 - Read a list of Frequently Asked Questions about the project
 - Be notified about upcoming meetings or consultation opportunities, as well as revisit previous ones
 - Contact the project team with any questions or feedback
- We intend to update the website with recent information about the project
- Questions or comments submitted through the project website will receive a response from a project team member

2 Project Email

- We have created an email for the project as well (info@1140yonge.com) to serve as another way for members of the public to communicate directly with our team to ask questions and/or provide comments
- It is our intention to include this email address on all subsequent communications and consultation materials (e.g. community presentations, mail-drops, etc.)
- Any questions or comments submitted directly to the project email will receive a response from a project team member



3 Open House(s)

- Open Houses have been, and will continue to be, a way for interested members of the public to learn about our vision and the proposed development, ask direct questions of the project team, and share feedback
- To make these sessions as engaging and accessible to the public as possible, we will use graphics and visuals to accompany the speakers and explore the use of other interactive features such as surveys and polls
- We held our first Virtual Open House on July 8, 2020 to introduce attendees to our team and vision for the site, the history and heritage of 1140 Yonge, as well as the architecture and design of the proposed building
 - Attendees were invited to submit questions and comments in advance and throughout the duration of the event
 - Key themes that arose from the questions and comments included:
 - Timing
 - Built form
 - Traffic, parking and loading
 - Heritage
 - Green space
 - Members of our team were on-hand to present, as well as respond to comments and questions
 - A polling feature with a series of multiple-choice questions was included as well to invite feedback from the public
- All Virtual Open Houses that we host will be posted to our project website for individuals to replay
- While our intention is to host these events in person, by using virtual methods, we have and will continue to adapt our approach according to current public health guidelines
 - We look forward to having future Open Houses in person, when public health circumstances have changed



Notice for the Virtual Community Open House

4 Meetings with Stakeholder Groups

- Over the course of the past year, we have met and had conversations with representatives from local stakeholder groups to discuss our vision and plans for the site
- Specifically, we have met with representatives from:
 - ABCRA
 - SRA
 - SRRA
 - Rosedale Main Street BIA
- In these meetings, representatives from these groups have shared their perspectives on our proposal with us, as well as their key priority areas and feedback. In this way, these meetings have been very informative and helpful in shaping the refinements we have made to our proposal in advance of submission
- We anticipate that future conversations will be held with these groups, as updates to our proposal are made, and as the application progresses through the development review process

5 Conversations with Neighbours

- We have reached out and had a series of one-on-one conversations with neighbours in the community to introduce ourselves and share our ideas for the site
- Individual neighbours have shared their thoughts and perspectives with our team, which has helped us make refinements to our initial concepts
- We will continue to have these one-on-one conversations with our neighbours to understand and address their unique questions, to keep them updated on any amendments to the proposed building, and to seek out ways of incorporating their feedback

6 Community Consultation Meeting

- The community consultation meeting is the City-led and -organized meeting
- Given the current public health crisis, we understand that this meeting may be held virtually or in-person, in accordance with directions from City Staff and the Ward Councillor
- The main purpose of this meeting is to provide any interested members of the public with the opportunity to learn about the proposal, ask questions of City Staff and the project team, and provide feedback
- We look forward to working with City Staff to understand how we can best support the organization and facilitation of this meeting
- Our project team will be in attendance at the meeting to present the proposal, as well as respond to comments and questions from the public

City of Toronto Standard Public Consultation Methods

In addition to the Community Consultation Meeting described in the previous section, there are a number of other ways that the City will inform members of the public about the proposal and provide avenues for the public to share comments and questions. The list of proposed engagement methods described in the previous section are all meant to complement the following City-led and initiated public consultation methods.

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 for (or the link to) the Community Consultation Meeting once it is scheduled

Development Application Information Centre (AIC)

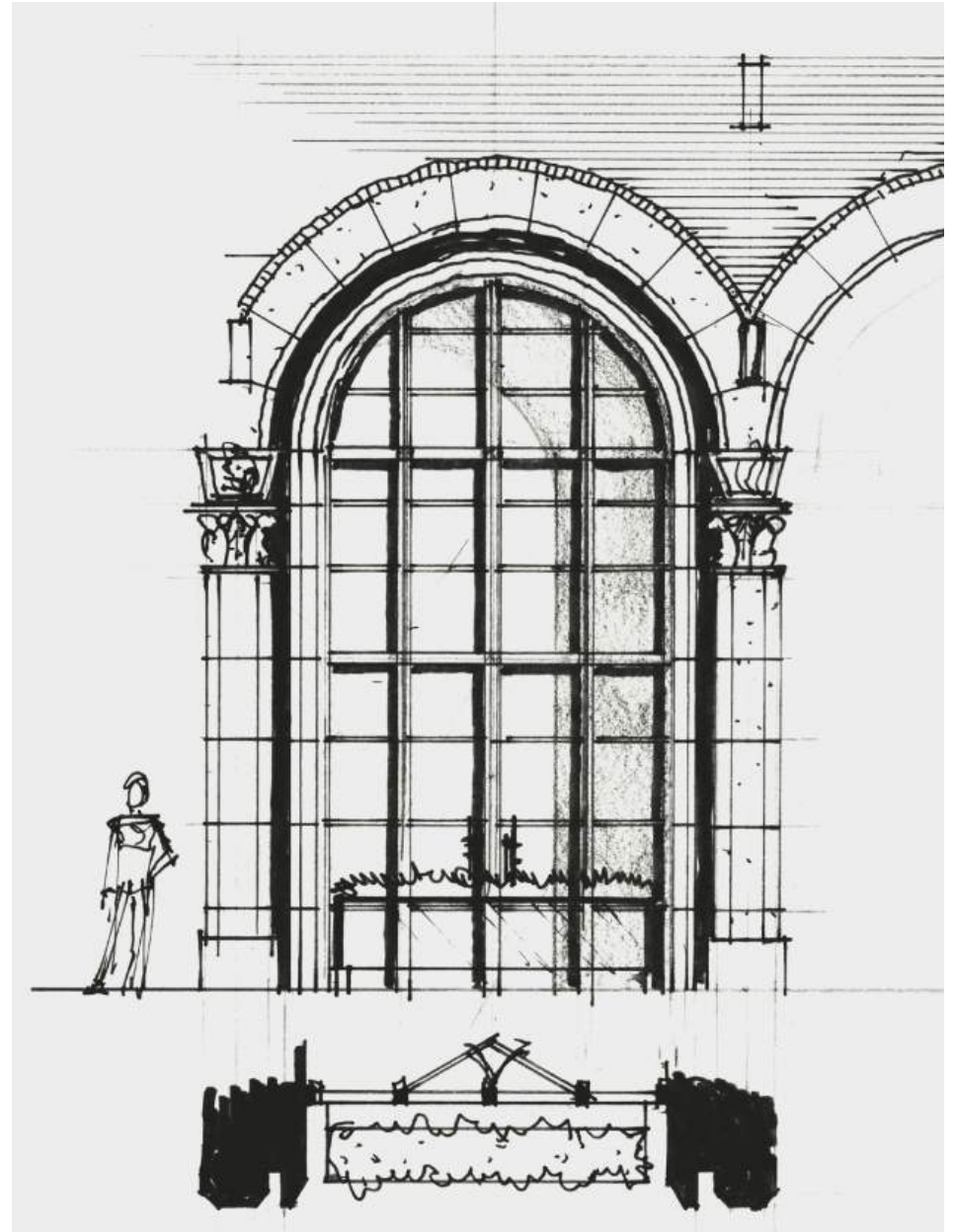
Members of the public will be able to access the application submission materials, including this report and all other reports provided to the City (e.g. architectural drawings, planning rationale, transportation impact study, etc.), online at the AIC. If preferred, and once permitted according the public health guidelines, individuals may also access the submission materials in-person at Toronto City Hall.

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 TEYCC.

IX. Conclusion

1140 Yonge Inc. is pleased to submit this Public Consultation Strategy Report as part of our complete application submission for 1134-1140 Yonge Street. This report details our approach to consulting with the community to-date, as well as our proposed approach going forward. This report has been prepared as a “living document” and, going forward, we would be pleased to update and adjust elements of this report in collaboration with City Staff. Our intention is to create an environment that encourages public participation in the process in a manner that is helpful, accessible, and considerate of all parties involved. As such, the approach has been developed to allow for a broad range of voices to contribute to the discussion and take part in the process.



Appendix

Demographic Snapshot of CT 5350090.00, the Annex and Rosedale-Moore Park in comparison to the City of Toronto

Socio-Economic Indicator	Census Tract (5350090.00)	Annex	Rosedale-Moore Park	City of Toronto
Age				
Children (0 to 14)	7%	8%	13%	15%
Youth (15 to 24)	7%	12%	10%	12%
Working Age (25 to 54)	44%	49%	38%	45%
Pre-Retirement (55 to 64)	13%	11%	14%	12%
Seniors (65+ years)	29%	17%	24%	16%
Sex				
Female	57%	53%	54%	52%
Male	43%	47%	46%	48%
Bachelor's Degree or Higher	81%	71%	72%	44%
Median Household Income	\$82,322	\$71,053	\$106,740	\$65,829
Home Language				
English	89%	89%	92%	71%
Non-official	10%	10%	7%	29%
French	<1%	1%	<1%	<1%
Top Non-English Home Language	Mandarin, Cantonese & Russian	Mandarin, French & Cantonese	Mandarin, French & Spanish	Mandarin & Cantonese
Household Size				
1 person	54%	50%	42%	32%
2 people	33%	33%	34%	30%
3 people	8%	10%	10%	16%
4 people	4%	6%	10%	13%
5+ people	1%	2%	5%	9%
Housing Structure Type				
Single-Detached House	3%	4%	24%	24%
Semi-Detached House	9%	8%	4%	6%
Row House	10%	4%	3%	6%
Duplex	1%	3%	3%	4%
Apartment, < 5 storeys	11%	30%	15%	15%
Apartment, 5+ storeys	67%	51%	50%	44%
Housing Tenure				
Rent	52%	62%	45%	47%
Own	48%	47%	55%	53%