

Public Consultation Strategy Report

**2451-2495
Danforth Avenue**
City of Toronto

Prepared for
FCHT Holdings
(Ontario) Corporation

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Toronto Office

3 Church Street, Suite 200
Toronto, ON
M5E 1M2

T. 416.947.9744
F. 416.947.0781

www.bousfields.ca

Urban Planning | Urban Design | Community Engagement

Job Number 19384

Hamilton Office

1 Main Street East, Suite 200
Hamilton, ON
L8N 1E7

T. 905.549.3005
F. 416.947.0781

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Introduction

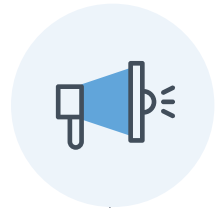
This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Official Plan and Zoning By-law Amendment application by First Capital REIT, on behalf of FCHT Holdings (Ontario) Corporation ('the applicant') for 2451-2495 ('the site') in Toronto's East End-Danforth neighbourhood.

The site is located at the southeast corner of Westlake Avenue and Danforth Avenue. The site is approximately 120 metres southwest of Main Street subway station on the Danforth-Bloor Line 2 and is approximately 350 metres northwest of the Danforth GO station on the Lakeshore East line.

It is currently developed with a 1-storey Sobeys grocery store, situated in the center of the site along Danforth Avenue, with surface parking areas to the east and west of the building, providing a total of approximately 135 parking spaces. Vehicular access to the site is provided from three locations, two access points along Danforth Avenue located on both sides of the building, and one access point from Westlake Avenue at the southwest corner of the site.

The proposed mixed-use development includes a 13-storey mid-rise element and a 35-storey tower element, connected by a 2-storey podium. It includes 2,258 square metres of potential grocery store space, 939 square metres of additional retail space, and 620 residential units in a mix of unit types. The proposal will facilitate streetscape improvements along Danforth Avenue, and includes a privately owned, publicly accessible open space (POPS) in the eastern portion of the subject site.

Targeted Goals & Desired Outcomes



GOAL

Inform the community about the proposal through a range of tools (including a project website and email), and provide sufficient opportunity to learn, ask questions and provide feedback



OUTCOME

The community received timely information about the proposal and application process, had convenient ways to ask questions and provide feedback through a project website and email, and were confident in their understanding of the application process



GOAL

Engage the community proactively, to learn about the perspectives from different interest groups and gather questions, comments, and feedback



OUTCOME

The community felt actively engaged, and there were different ways to get involved at key milestones of the consultation process



GOAL

Demonstrate how the consultation process integrated with the project proposal by providing a record of what transpired, and explain how it was incorporated into the project process



OUTCOME

Feedback was collected, reviewed, and organized for analysis, and the community/interested parties understood how their feedback may be incorporated in the future




Site & Surroundings







The Site



- The site is located at the southeast corner of Westlake Avenue and Danforth Avenue
- It is currently occupied by a single-storey Sobeys grocery store and surface parking lot
- It is adjacent to a 3-storey mixed-use building to the east, a residential neighbourhood comprised of semi-detached and detached houses to the south, and 1-3 storey commercial buildings to the west and north (across Danforth Avenue)
- Emerging mid and high-rise building context in the area

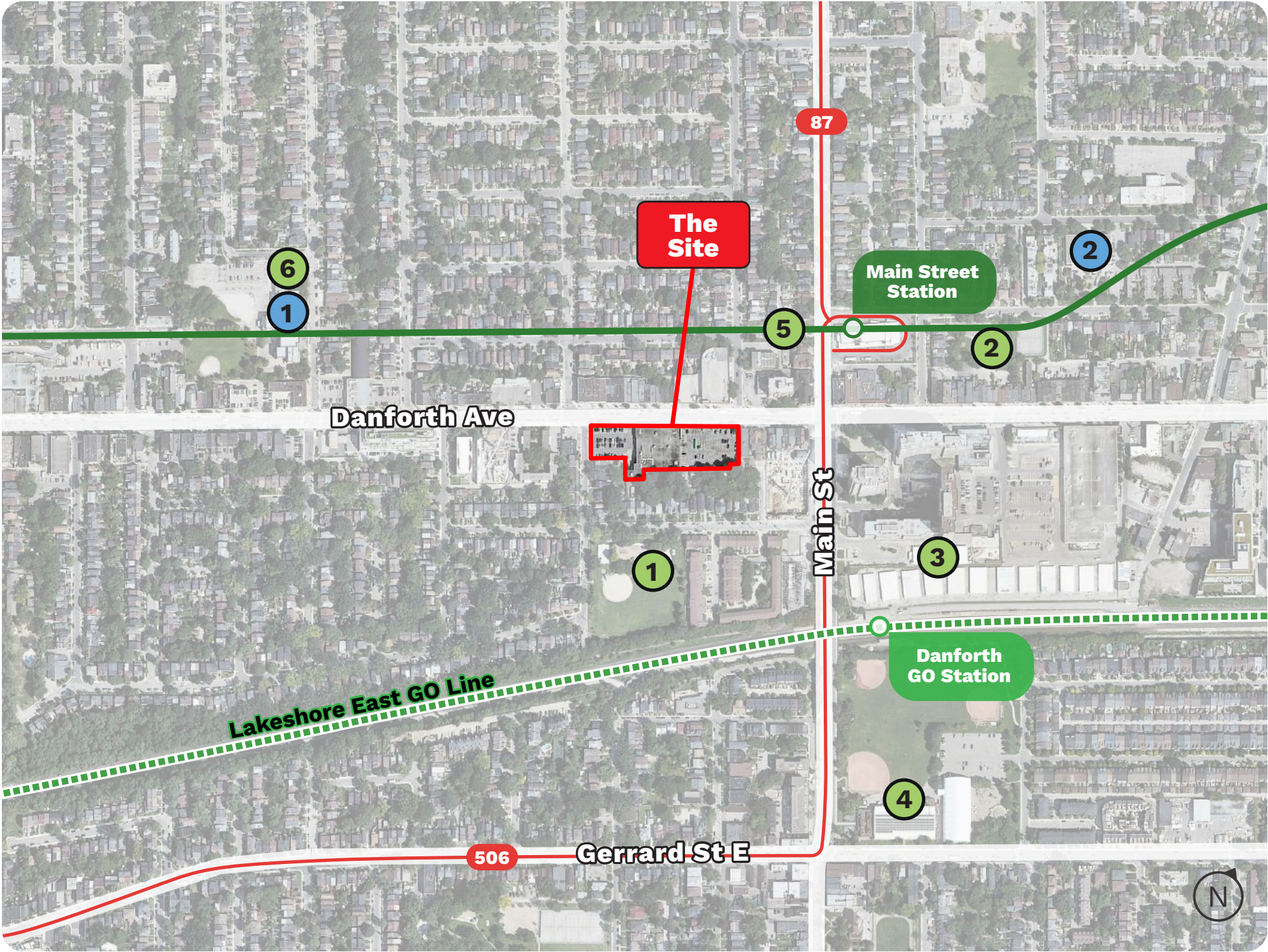


Public Infrastructure

- Transit**
-  TTC Subway Line 2 (Main Street Station)
 -  TTC Surface Routes (506 streetcar; 87 bus)
 -  Lakeshore East GO Line (Danforth Station)

- Parks & Recreation**
-  Stephenson Park
 -  Coleman Park
 -  Main Square Community Centre
 -  Ted Reeves Community Arena
 -  Stanley G. Grizzle Park
 -  Terry Fox Recreation Centre

- Schools**
-  Gledhill Junior Public School
 -  William J McCordic School



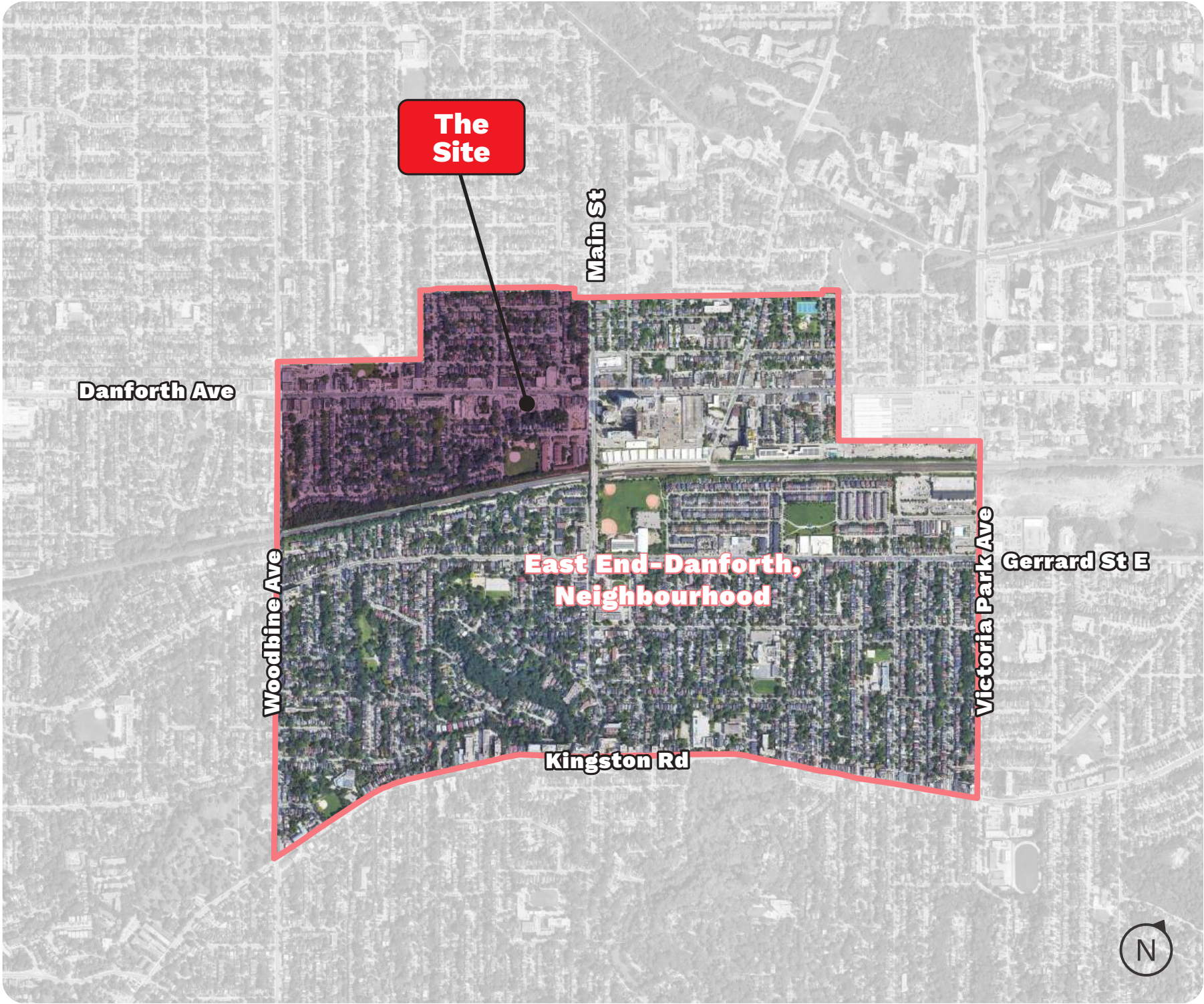
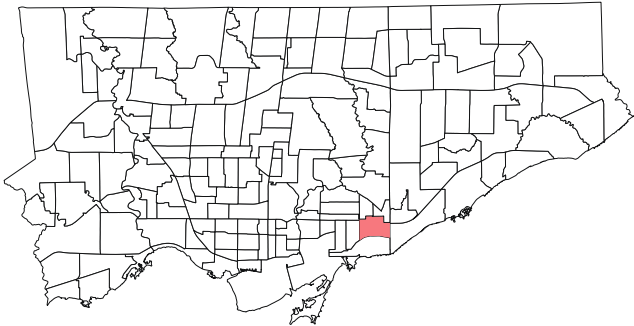
The Neighbourhood

The site is located in:

- **East End-Danforth**, according to the City of Toronto neighbourhood profiles
- **Census Tract 5350080.01**, which provides a more localized source of demographic data

East End Danforth Neighbourhood

Census Tract 5350080.01



Proposal Highlights



13 & 35-storey

Mixed-use buildings



620

Total Residential Units

607

Market Units

13

Affordable Units



1,266 m²

Indoor Amenity Space



1,574 m²

Outdoor Amenity Space



2,258 m²

Grocery Store Space




939 m²

Additional Retail Space




354 m²

POPS Space



278

Car Parking Spaces



714

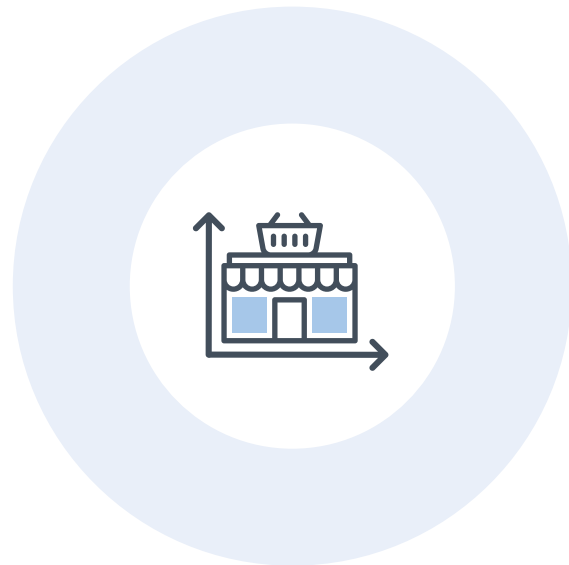
Bicycle Parking Spaces



**Icons are for illustrative purposes only – they are not to scale.*

Key Messages

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



Existing & Future
Retail



Transit-Supported
Housing Options



Dynamic Public
Realm

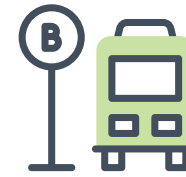


Distinct
Design



Existing & Future Retail

- “First Capital is the long-term owner and operator of its commercial properties and are committed to creating vibrant spaces for retail and services to thrive.”
- “Sobeys holds a long-term lease on the site, and First Capital has no intention of ending that agreement early to proceed with a redevelopment. It will be many years before redevelopment could occur on the site.”
- “A grocery store is a key service for the community at this location, and the proposal is designed to provide ample space to allow an urban-format grocery store to return to the site with access to below-grade commercial parking.”
- “In addition to grocery space, an additional 939 square metres of smaller-scale retail is provided, which will increase the diversity of services onsite for the community.”



Transit-Supported Housing Options

- “The redevelopment aims to serve a wide demographic by introducing new residential units in a range of types and sizes, from studios to 3-bedroom units.”
- “The 620 new homes will include a significant portion of larger units designed for families, providing diverse housing options.”
- “First Capital understands the need for affordable housing in the community and is proposing 13 affordable housing units to support the needs of a broad range of residents.”
- “The site is well-served by public transit as it is within a five-minute walk from the Main Street Subway Station (Line 2) and the Danforth GO Station (Lakeshore East GO Line), in addition to several TTC surface routes.”
- “The site’s location near public transit and bicycle routes allows for new residents and visitors to prioritize active transportation options.”



Dynamic Public Realm



Distinct Design

- “Maintaining an anchor grocery store and introducing new retail options will create a varied and visually interesting streetscape and offer a convenient pedestrian-accessible shopping experience near transit and bike lanes.”
- “A new publicly accessible open space (POPS), widened sidewalks, unique facade setbacks along Danforth Avenue, and new landscaping will further enhance the pedestrian experience for both residents and visitors.”
- “The POPS space may include a patio area associated with the at-grade retail that will wrap around the north and east sides of the building and help to activate the space. Design and programming will be refined and determined throughout the process.”
- “The site is currently served by three vehicular access points, two of which are located on Danforth Avenue. By maintaining a single point of vehicle access from Westlake Avenue only, the proposal provides for a continuous sidewalk along Danforth Avenue that will improve pedestrian movement, site circulation and safety for cyclists.”

- “The proposal emphasizes East End Danforth’s high-street retail history by creating a distinct pedestrian-scale 2-storey podium that is reminiscent of the walk-up buildings lining Danforth today.”
- “The unique tower and mid-rise residential components promote visual interest in the skyline and allow for transition down towards the neighbourhood to the south.”
- “The design will incorporate diverse masonry, colors and finishes and a variety of playful setbacks at the podium level, to create visual variety and distinguish the different retail spaces.”

Scope of Consultation

The Neighbourhood

On a local level, we recommend including community members that are approximately **120 metres** around the subject site due to their proximity of the site and interest that may be expressed in being consulted. This radius encompasses the 120-metre minimum notification area for community consultation, as outlined in the *Planning Act*.



Audience

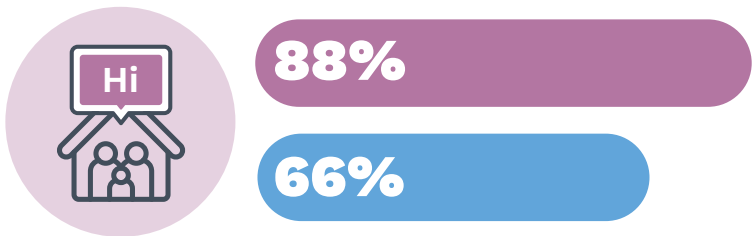
Demographic Snapshot

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 data. Overall, this demographic snapshot reveals key highlights of **Census Tract 5350080.01** in comparison with the **City of Toronto**. A complete demographic profile can be accessed in **Appendix A**.

● **Census Tract 5350080.01**

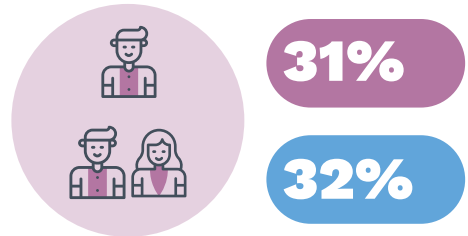
● **City of Toronto**

Home Language



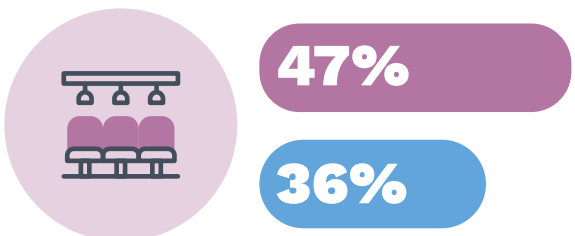
English is the predominant language spoken at home in the CT (88%), which is significantly higher than the City average (66%).

Household Size



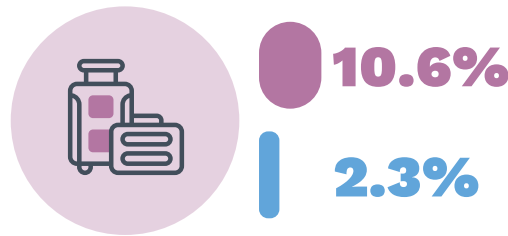
Similar to the City average, the CT's households are predominantly made up of 1-person (31%) and 2-person (32%) households.

Main Mode of Commute



47% of commuters in the CT take public transit or use active transportation (cycling or walking) to get to work, compared to the City's average of 36%.

Population Change

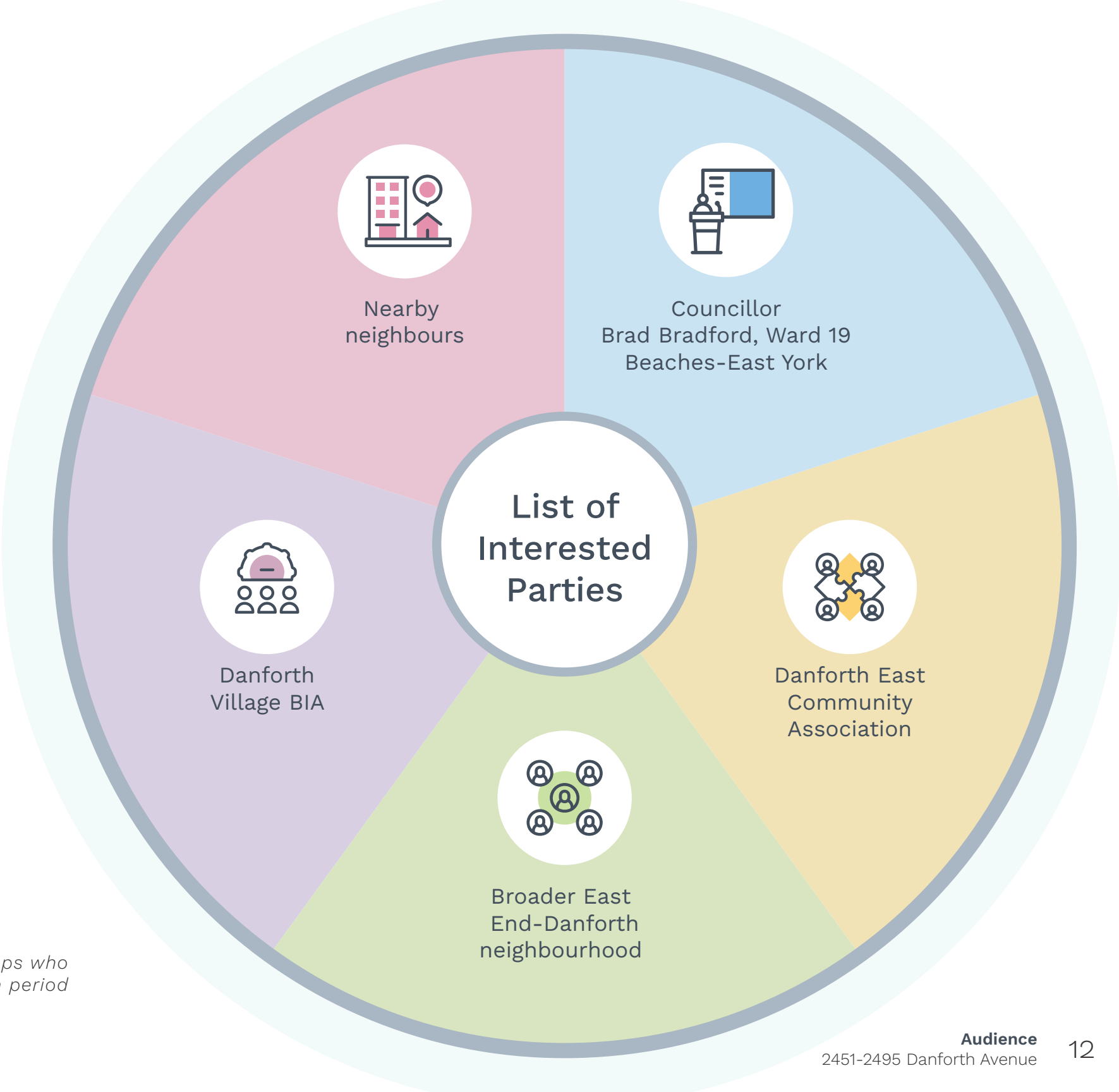


Between 2016 and 2021, the CT's population increased by 10.6% compared to the City's average growth of 2.3%.

Interested Parties

The project team has identified parties that may take an interest in the proposal and wish to contribute throughout the process.

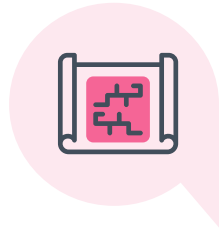
- **Nearby neighbours**
- **Danforth East Community Association**
- **Danforth Village BIA**
- **Councillor Brad Bradford, Ward 19 Beaches-East York**
- **Broader East End-Danforth neighbourhood**



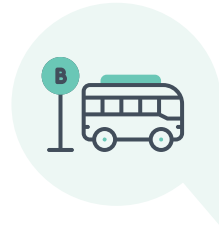
**Please note: this list may be adjusted to include other individuals and groups who express interest in the proposed development during the public consultation period*

List of Matters to be Addressed

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



Site plan:
design and built form



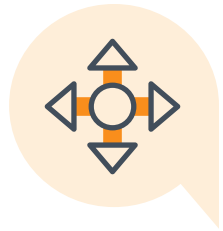
Transit:
proximity to TTC Line 2 subway, surface transit routes, and the Lakeshore East GO line



Housing:
unit types, tenure, and affordable units



Public realm:
streetscape improvements



Site circulation:
continuous sidewalk along Danforth Avenue and single vehicular entrance off of Westlake Avenue



Parking:
vehicular and bicycle parking, including parking for retail visitors



Retail:
urban-format grocery space design; mix of retail spaces



Construction:
project timeline

Communication & Consultation Strategy

Tools, Methods & Techniques

The applicant and project team will implement a series of engagement methods to both inform and engage surrounding community members. Some of these methods will be ongoing and may be adjusted based on initial feedback. These applicant-led engagement methods will be in addition to the standard public consultation methods employed by the City.

Applicant-led Consultation Methods



Project Email & Website



Communication with Neighbours



Communication with Organized Groups

City of Toronto Public Consultation Methods



Community Consultation Meeting



Application Notice Sign



Development Application Information Centre (AIC)



Statutory Public Meeting

Applicant-led Consultation Methods



Project Email & Website

- A project email has been setup to provide a direct line of communication for community members that may have questions or feedback about the proposal
- A project website was created to provide details about the application, and will act as the central hub for updates and messages about the project
- Provides an additional opportunity for feedback and questions, and the potential to reach a broader range of voices



www.2451danforth.ca



info@2451danforth.ca



Communication with Neighbours

- Surrounding neighbours will be informed of the application via letter to share information about the proposal and offer the opportunity to meet as requested
- Future communications may be used to provide interested neighbours overall information about the proposed development, as well as:
 - Upcoming community consultations and/or other opportunities to provide feedback
 - Any additional project milestones



Communication with Organized Groups

- Introductory emails will be sent to the Danforth East Community Association and Danforth Village BIA to share information about the proposal and offer the opportunity to meet to discuss the proposal
- Future email communications may be used to provide these organized groups overall information about the proposed development, as well as:
 - Upcoming community consultations and/or other opportunities to provide feedback
 - Any additional project milestones

City-led Consultation Methods



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 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 an application is deemed complete, 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)

City-led Consultation Methods



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

- Members of the public may attend the Statutory Public Meeting at Toronto East York Community Council (TEYCC) later in the process to provide further commentary to City Staff, the project team, and members of Community Council.

How We Will Share Feedback

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from meetings/events with interested parties, various communication methods and Community Consultation Meeting, will be summarized to reveal key discussion topics. The applicant will aim to maintain a consistent feedback loop with interested community members. 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.



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 broader community throughout the application review process.

Appendix A: 2021 Demographic Data

CT: Census Tract 5350080.01 **City:** City of Toronto

Population Change	CT	City
(2016-2021)	+10.6%	+2.3%
Age		
0 to 14 years (Children)	17%	14%
15 to 24 years (Youth)	8%	11%
25 to 65 years (Working Age)	61%	58%
65 to 85 years (Seniors)	13%	15%
85+ years (Elderly)	1%	2%
Household Income		
Median	\$93,000	\$84,000
Visible Minority		
Visible Minority Population:	32%	56%

Home Language	CT	City
English	88%	66%
Non-Official	8%	26%
French	<1%	<1%
Multiple	4%	7%
Top non-English Home Languages: Cantonese & Tagalog, Mandarin & Cantonese		
Housing Structure Type		
Single-detached House	26%	23%
Semi-detached	22%	6%
Row House	1%	6%
Duplex	9%	4%
Apartment <5 storeys	39%	14%
Apartment 5+ storeys	3%	47%
Housing Tenure		
Own	58%	52%
Rent	42%	48%

Appendix A: 2021 Demographic Data

CT: Census Tract 5350080.01 **City:** City of Toronto

Main Mode of Commuting	CT	City
Car	50%	61%
Public Transit	32%	26%
Walking	9%	8%
Bike	6%	2%
Other	3%	3%

Household Size		
1-person	31%	33%
2-person	32%	31%
3-person	18%	15%
4-person	14%	13%
5 or more persons	5%	8%

Education		
Bachelors' degree or higher	44%	41%

