



Public Consultation Strategy Report

**895 Lawrence
Avenue East
City Of Toronto**

**Prepared For
FCHT Holdings (Ontario)
Corporation**

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Urban Design
Community Engagement

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Table of Contents

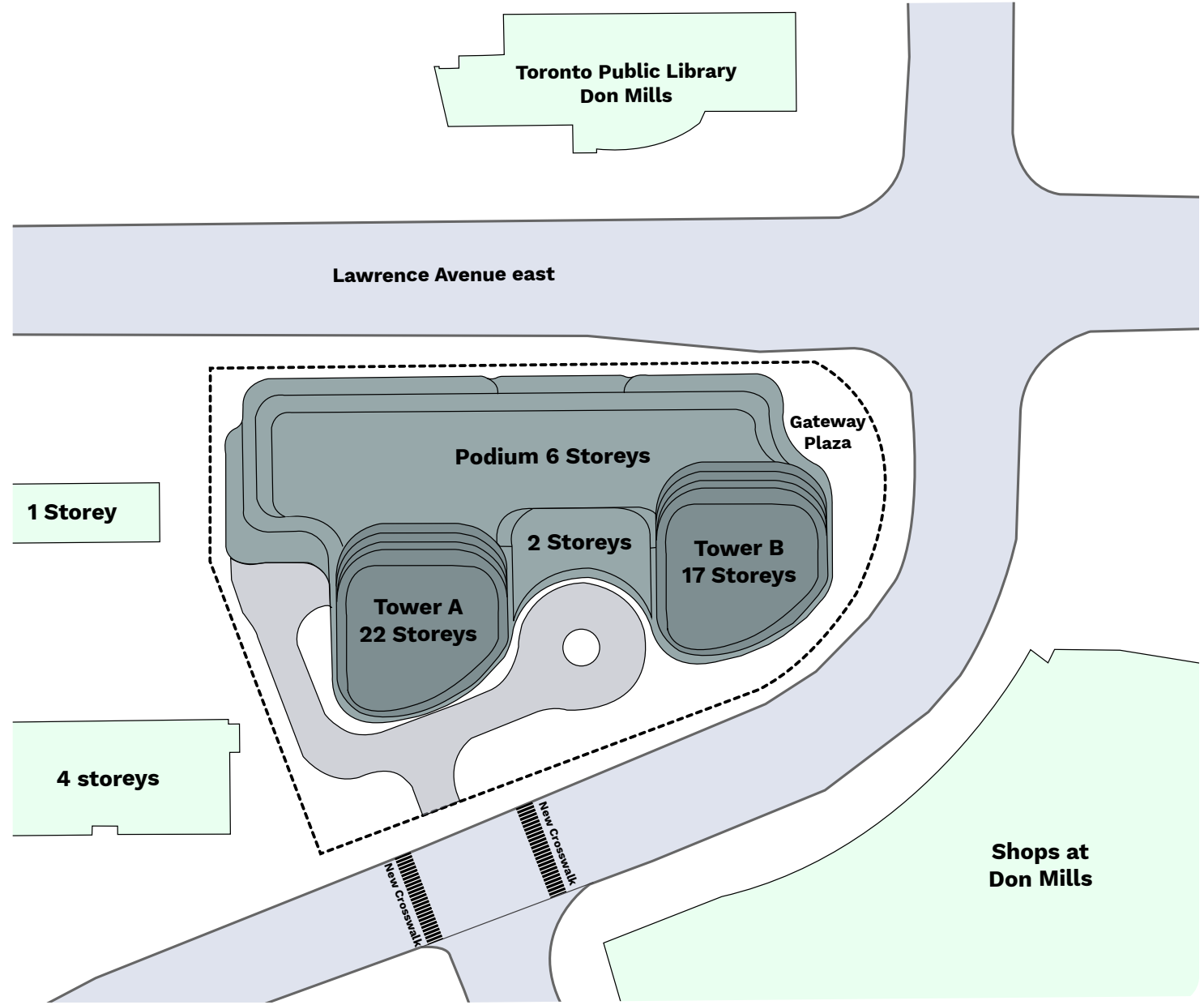
1	Introduction	1
2	Targeted Goals & Desired Outcomes	2
3	Site & Surroundings	3
4	Proposal Highlights	5
5	Key Messages	6
6	Scope of Consultation	10
7	Audience	12
8	List of Matters to be Addressed	15
9	Communication & Consultation Strategy	16
10	Feedback Evaluation	22
11	Conclusion	24
A	Appendix: Full Demographic Profile	25

1

Introduction

This Public Consultation Strategy Report has been prepared to describe the proposed consultation approach for the Official Plan Amendment and Zoning By-law Amendment application by Toronto Acquisition Corporation, on behalf of First Capital Realty Inc. (‘the applicants’) for 895 Lawrence Avenue East (‘the subject site’) in Toronto’s Banbury-Don Mills neighbourhood.

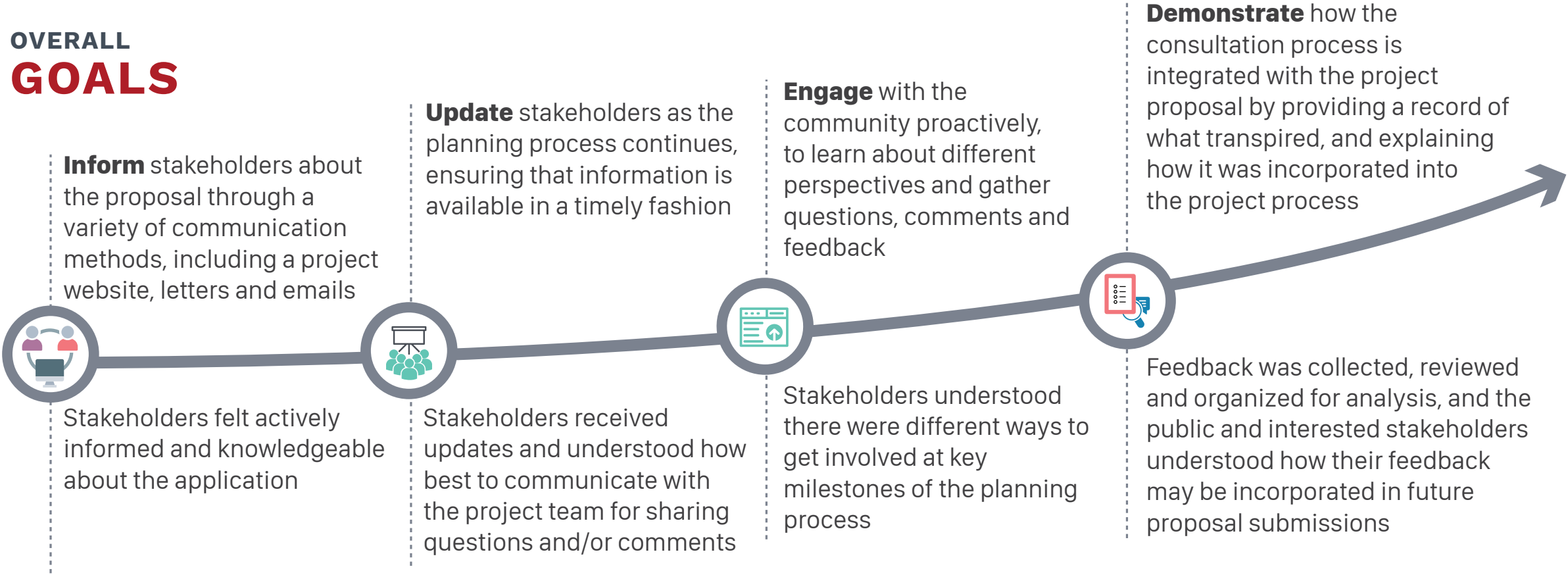
The subject site is located at the southwest corner of Lawrence Avenue East and The Donway West and is currently occupied by a two-storey commercial plaza and a parking lot. The application proposes to redevelop the subject site with a 17 and 22-storey mixed-use building connected by a 6-storey podium. The proposal includes 438 residential units and 1,513 square metres of commercial space. There is a 283 square metre gateway plaza publicly accessible space (POPS) proposed at the main intersection to create a visual gateway into the site.



2

Targeted Goals & Desired Outcomes

OVERALL GOALS



OVERALL OUTCOMES






3

Site & Surroundings

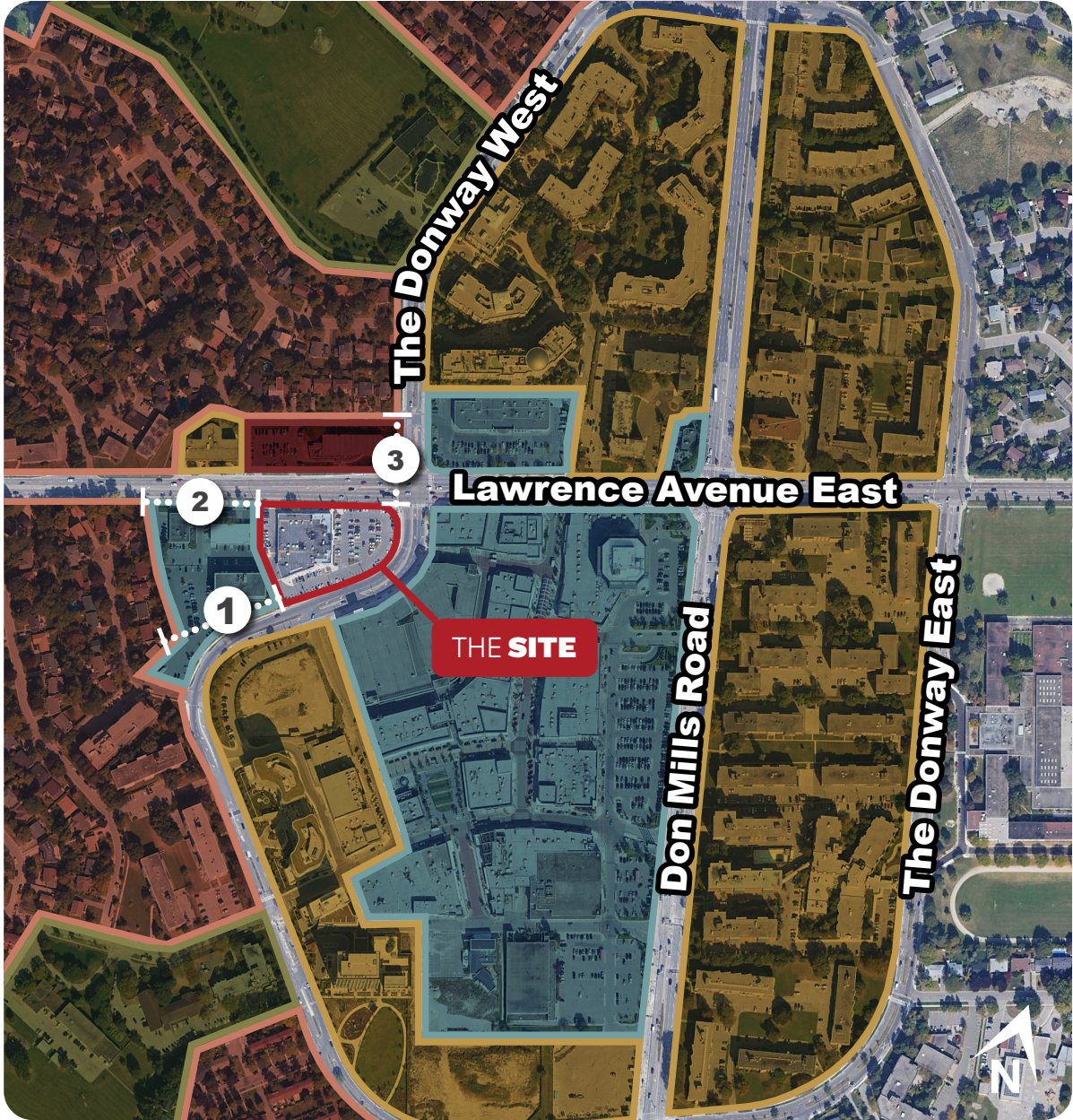
The Site

- The subject site is currently occupied by a two-storey commercial plaza and a parking lot
- Located across the street from the Shops at Don Mills and a Toronto Public Library branch

The Surroundings

-  Retail and Commercial
-  Toronto Public Library
-  Multi-unit Residential
-  Institutional
-  Low-rise Residential

- Distance to the site
1. ~105 metres
 2. ~100 metres
 3. ~90 metres



The Neighbourhood

- The subject site is located in the broader **Banbury-Don Mills** neighbourhood and is also located within **Census Tract 5350263.02**, which allows for a more in-depth demographic analysis
- The site is adjacent to the **54 Lawrence East TTC bus** route which provides connections to higher-order transit including Line 1 Eglinton Station, Line 3 Lawrence East Station, and the Rouge Hill GO at East Avenue



4

Proposal Highlights

438 New Residential Units



Studio: 21 (5%)



1-Bedroom: 306 (70%)



2-Bedroom: 67 (15%)



3-Bedroom: 44 (10%)



**283 m²
Gateway Plaza**



**1,513 m²
Commercial Spaces**



**1,805 m²
Amenity Spaces**



**334
Vehicular Parking Spaces**



**438
Bicycle Parking Spaces**

**17-22
Storey
Mixed-use
Building**



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

5

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 the development review process, these messages will be updated to reflect current information and adapted based on the engagement tools used.



Mix of Uses



Sensitive Design Approach



Public Realm Improvements

Key Message

Mix of Uses



“The redevelopment will serve a wide range of people by introducing residential uses and maintaining commercial and retail uses.”



“Located just steps away from the Shops at Don Mills, this site is an ideal candidate for new residential units. Future residents would have quick access to many shops, services, and community facilities; such as the Library across the street.”



“This redevelopment provides opportunities to fulfill priorities identified in the Central Don Mills (CDM) Secondary Plan. It introduces a mix of uses, taking advantage of nearby services, providing different housing options, and facilitating pedestrian connection opportunities.”



“Creating 438 new residential units in a range of sizes will increase the housing options for a variety of residents in the neighbourhood.”

Key Message

Sensitive Design Approach



“The podium and towers step back considerably from Lawrence Avenue East and The Donway West to promote a human scale experience with the site.”



“The tower heights step down towards the intersection and the proposed publicly accessible open space to reduce impact to the streetscape and create a visually interesting gateway.”



“The second-storey stepback along the western portion of the podium and the stepback of the western tower provides a gentle transition in scale towards the adjacent listed heritage building at 885 Lawrence Avenue East and surrounding low-rise residential neighbours.”



“Evergreen landscaping will be included along the western edge of the site to create visual interest year round and will be compatible with the adjacent listed heritage building while minimizing visual impact from the loading area.”

Key Message

Public Realm Improvements



“The building is designed to enhance The Donway West and Lawrence Avenue East intersection by creating a highly visible ‘Gateway Plaza’ at the northeast corner of the site that will include landscaping and street furniture for the community to enjoy.”



“Vehicular access is located off of The Donway West in the southernmost corner of the site to allow for a continuous pedestrian experience along Lawrence Avenue East and activating the sidewalk with commercial uses.”



“A new signalized intersection and crosswalks at The Donway West and Marie Labatte Road will improve pedestrian connectivity and safety to and from the site and the Shops and Don Mills.”



“The retail portion of the development will continue to be owned and operated by First Capital. We are here for the long-term and look forward to working with the community to develop a future for this property.”

6

Scope of Consultation

Nearby Neighbours

The localized consultation area for the proposed development includes all adjacent and nearby uses that are approximately 120 metres around the subject site. This area includes those who may be interested in the proposal due to the proximity in which they live or work. This includes residential, commercial and community facilities along the main arterials Lawrence Avenue East and The Donway West, as well as nearby side streets.

- ① Low-rise neighbourhood to the west
- ② Seniors multi-unit residential
- ③ Toronto Public Library
- ④ BMO Bank of Montreal, Scotiabank and Office building
- ⑤ Shops at Don Mills



Organized Community Groups

The broader consultation area for the proposed development includes the Banbury-Don Mills neighbourhood and the **Don Mills Residents Inc. (DMRI)**, which represents a large residential area in the community. The site is located within **Area 1** and is adjacent to **Area 13** of the DMRI area boundaries.



7

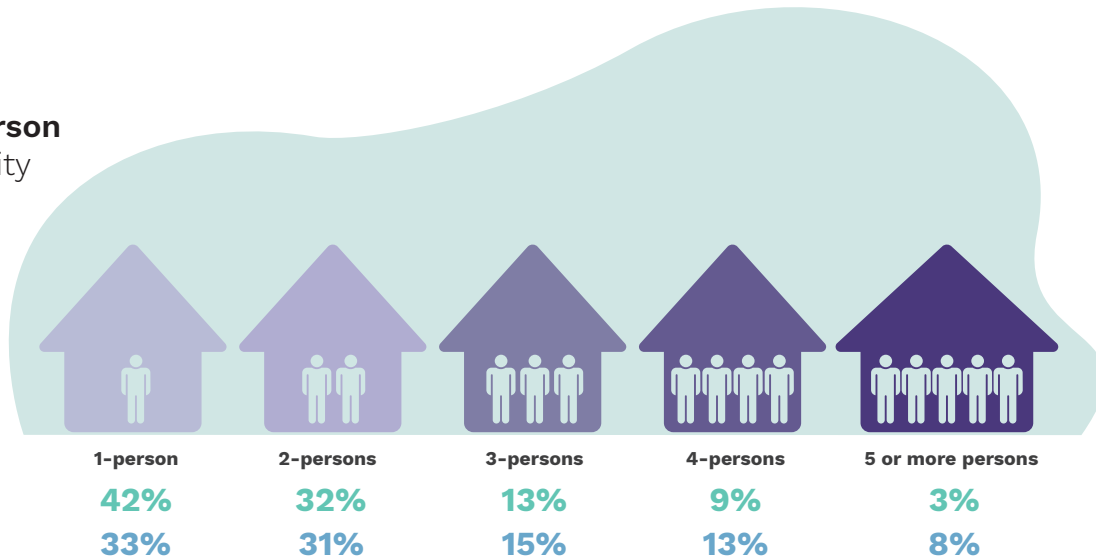
Audience

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 subject site by referring to Statistics Canada census data from 2016 and 2021 (where available). Overall, this demographic snapshot reveals key highlights of **Census Tract (CT) 5350263.02** in comparison to the wider **City of Toronto** population. A complete demographic profile can be accessed in Appendix A.

Household Size

The **CT** has more **1-person** households than the City and fewer 4 and 5+ person households*



*2021 data | **2016 data

Census Tract 5350135.00 █

City of Toronto █



Population

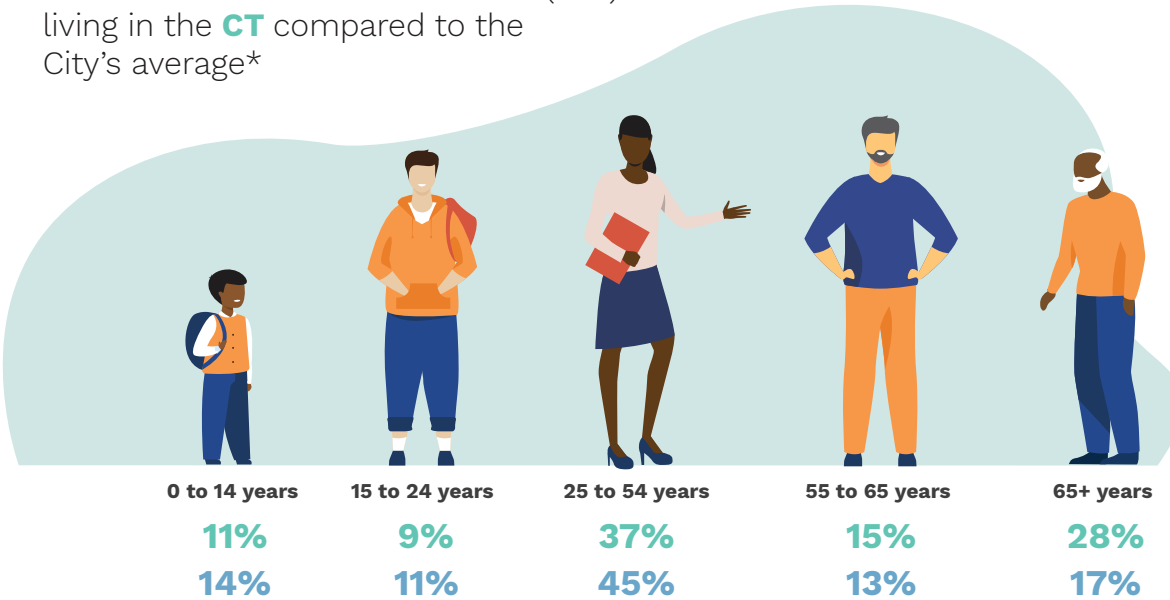
In the **CT**, there has been a **12%** increase in population from 2016 to 2021, which indicates a steady growth pattern that is consistent with the overall neighbourhood*

Census Tract 5350135.00

City of Toronto

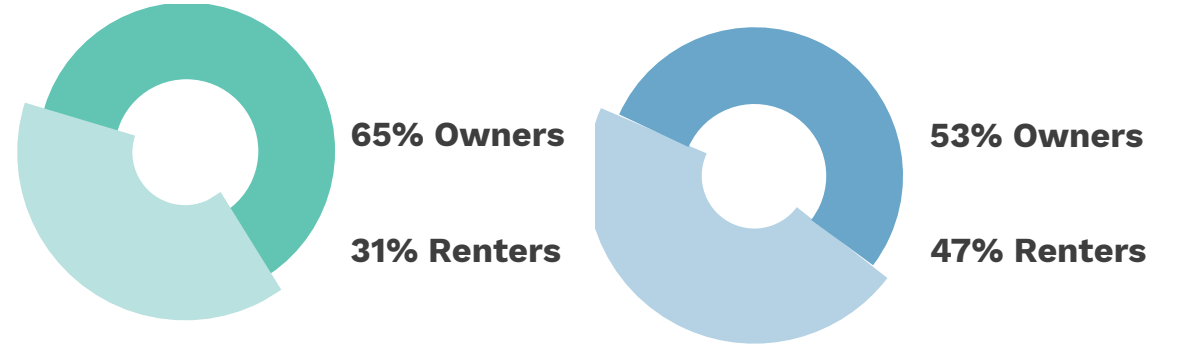
Age

There are over **10%** more seniors (65+) living in the **CT** compared to the City's average*



Housing Tenure

There are considerably more homeowners than renters in the **CT** compared to the City's average**



Census Tract
\$75,232

City of Toronto
\$65,829

Median Income

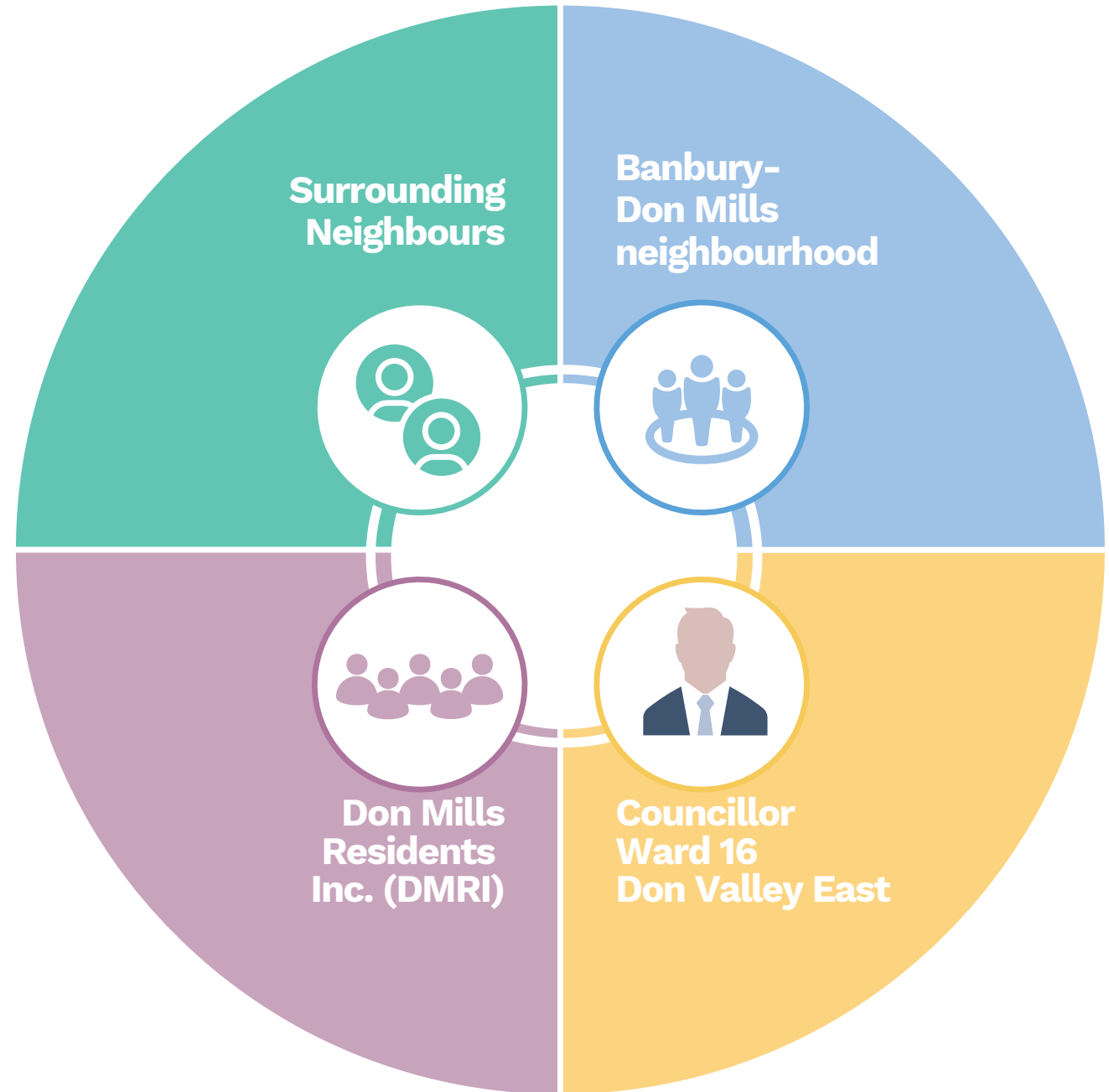
The average income of the **CT** is approximately **12%** higher than the City's average**

*2021 data | **2016 data

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.

**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*



8

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.



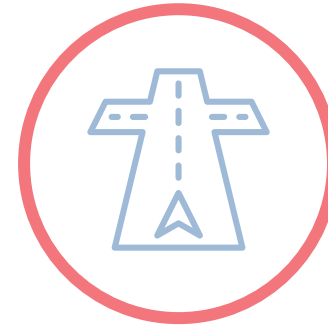
Built Form:
architecture, height
and setbacks



Heritage:
proximity to listed property at
885 Lawrence Avenue East



Vehicular Use:
traffic and parking



Site circulation:
new signaled intersection
at Marie Labatte Road



Transit:
adjacent TTC bus routes and
proximity to higher-order transit



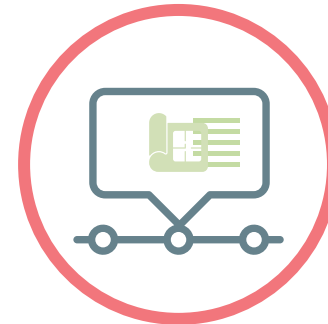
Housing:
unit types and tenure



Retail:
types of uses along
Lawrence Avenue East



Public realm:
location and programming
of Gateway Plaza



**Planning process
and timeline**



**Construction and
project timeline**

9

Communication & Consultation Strategy

Tools

Based on the context of the neighbourhood and stakeholder groups, the applicant and the project team will implement a series of engagement tools to both inform and engage with community members. Some of these tools will be ongoing and may be adjusted based on initial feedback.

Applicant's Public Consultation Tools

This list of engagement tools aims to be flexible in response to City Staff's direction regarding online or in-person consultation.



Project Website



Communication with Neighbours



Communication with Don Mills Residents' Inc (DMRI)

Applicant's Public Consultation Tools

Project Website

- 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

<http://www.895lawrence.ca/>



Applicant's Public Consultation Tools

Communication with Neighbours

- Neighbours directly surrounding the site were delivered letters notifying them of the application and invited them to meet with the applicant on an individual basis
- Property Management and Condo Boards of surrounding multi-unit buildings were informed via email to share information with their residents
- Future communications may be used to provide updates regarding consultation activities or project milestones



Applicant's Public Consultation Tools

Communication with Don Mills Residents' Inc (DMRI)

- The DMRI residents' association was notified of the application via email and invited to meet with the applicant
- Future communications or meetings may be used to provide the DMRI and other interested organized groups with informational updates and seek feedback as the process evolves
- 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 individuals or groups not listed in this report, but convey an interest in being involved in the process



City of Toronto Public Consultation Methods

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



Community Consultation Meeting



Application Notice Sign



Development Application Information Centre (AIC)



Statutory Public Meeting



City of Toronto Public Consultation Tools



Community Consultation Meeting

- This meeting is hosted by the City of Toronto and is intended to provide all interested persons with 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



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.



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



Statutory Public Meeting

- After the Community Consultation Meeting is hosted, members of the public may attend the Statutory Public Meeting at the North York Community Council (NYCC) to provide further commentary to City Staff, the project team, and members of the Community Council.

9

Feedback Evaluation

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 to maintain a consistent feedback loop with the public and interested stakeholders. At a 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:

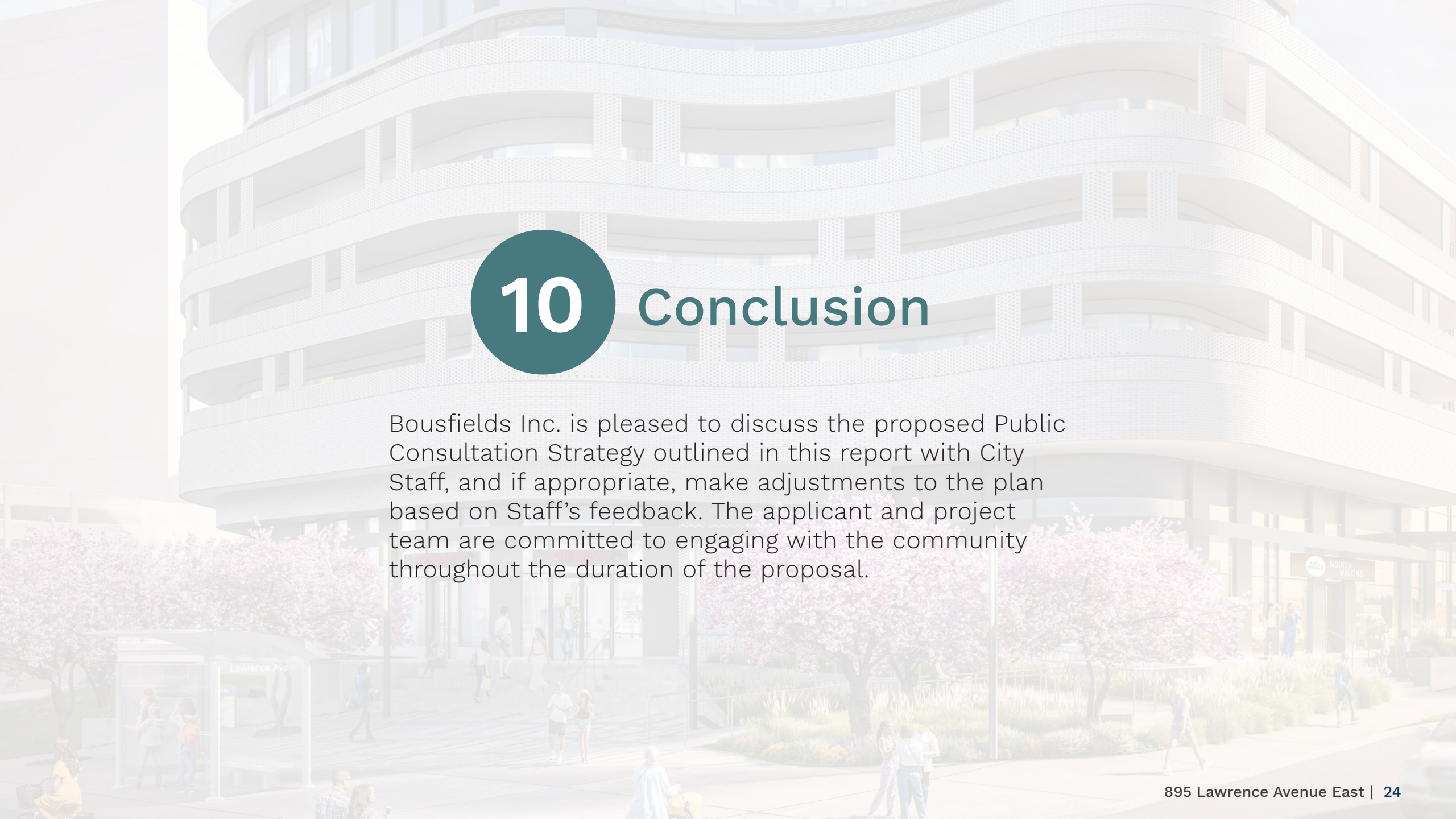
In-person and/or virtual updates at community meetings

- Where feasible, the project team will explain how the collected feedback was incorporated into the proposal updates at future in-person or virtual community meetings

Public Consultation Strategy Report addendum

- The project team may include an addendum with a summary and an update on the feedback received at the time of a subsequent rezoning application resubmission





10 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

*Available 2021 data

Socio-Economic Indicator		Census Tract 5350263.02	City of Toronto
Age*	0 to 14 years (Children)	11%	15%
	15 to 24 years (Youth)	9%	11%
	25 to 54 years (Working Age)	37%	45%
	55 to 64 years (Pre-Retirement)	15%	13%
	65+ years (Seniors)	28%	17%
Median Household Income		\$75,232	\$65,829
Home Language	English	73%	70%
	Non-Official French	26%	29%
	Visible Minority Population	1%	<1%
Top Non-English Home Languages		Serbian & Cantonese	Mandarin & Cantonese
Housing Structure Type*	Single-Detached House	15%	23%
	Semi-Detached House	8%	6%
	Row House	12%	6%
	Duplex storeys	0%	4%
	Apartment, less than 5 storeys	9%	14%
Apartment, 5+ storeys		56%	47%
Housing Tenure	Own	69%	53%
	Rent	31%	47%
Main Mode of Commuting	Car	35%	51%
	Public Transit	50%	37%
	Walking	11%	9%
	Bike	2%	3%
	Other	2%	<1%
Household Size*	1-person	42%	33%
	2-person	32%	31%
	3-person	13%	15%
	4-person	9%	13%
	5 or more persons	3%	8%
Educational Attainment	No certificate, diploma, degree	45%	44%



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