



BOUSFIELDS INC.
PLANNING | DESIGN | ENGAGEMENT

PUBLIC CONSULTATION STRATEGY REPORT

17 St. Andrew Street

**October 2019
The Impressions Group**

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1.0 INTRODUCTION

This Public Consultation Strategy Report has been prepared to outline the engagement process proposed regarding the application by The Impressions Group for 17 St. Andrew Street in the Kensington-Chinatown neighbourhood in the City of Toronto.

The application proposes a 5-storey student-focussed rental building, on a site that is currently occupied by a vacant 2-storey commercial building (formerly St. Andrew Poultry) and surface parking lot. The proposed building would feature 77 rental residential units, 130 square metres of street-related commercial and retail space, and indoor and outdoor amenity space.

Redeveloping this underused site in the heart of Kensington Market will contribute to a need for purpose-built rental units and retail space while animating the site to fit this dynamic, mixed-use neighbourhood. The site is an ideal location for new student-focussed rental units as it is well served by transit, highly walkable, and near shopping, parks, facilities, and services.

2.0 WHAT ARE THE GOALS AND OUTCOMES?

Overall Engagement Goals and Outcomes

GOAL

Share information and seek input related to the proposal with the public and any interested stakeholders

OUTCOME

The public and interested stakeholder groups feel sufficiently informed and consulted about the proposed development

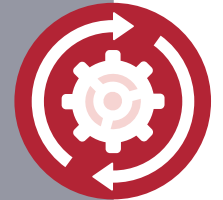


GOAL

Consult with interested persons and groups, using various methods of engagement

OUTCOME

The various engagement methods were simple, straightforward, and useful, allowing a range of people to learn about the project, ask questions, and provide input



GOAL

Determine overarching themes and key points about the proposal from various consultations

OUTCOME

The feedback received during consultations helped inform the applicant's understanding of the community's sentiments related to the project

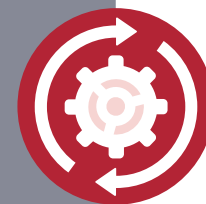


GOAL

Communicate with the public in a transparent and open manner about the proposal as well as the engagement process

OUTCOME

The public, interested stakeholder groups, and the applicant are clear on the overall engagement and feedback processes and their outcomes



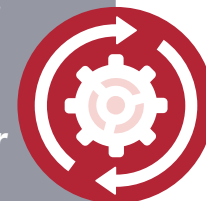
Project-specific Engagement Goals and Objectives

GOAL

Proactive engagement with immediate neighbours helps inform elements of the proposal throughout the application process

OUTCOME

Those who will be most affected by the development feel informed and are given opportunities to provide feedback during the application process; they understand how their feedback may be used to inform elements of the proposal

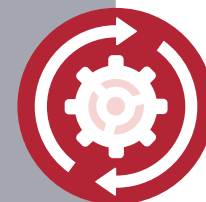


GOAL

The Community Engagement process is sensitive to the neighbourhood's unique history and character

OUTCOME

Community members, including active groups, feel recognized and included in collaborative work that builds on the neighbourhood's history of engagement



GOAL

The process of sharing project information and opportunities for input is done in a manner that best suits working structures of active community groups

OUTCOME

Community groups feel there are appropriate opportunities for learning about and providing input to the proposal, working within their established structures and processes



3.0 WHAT IS THE PROJECT?

3.1 Site and Surroundings

The site is located at 17 St. Andrew Street in Kensington Market, just west of Spadina Avenue and north of Dundas Street West. This falls within the boundaries of Toronto's Kensington-Chinatown neighbourhood. The site is currently occupied by a vacant 2-storey commercial building (formerly St. Andrew Poultry) and a small surface parking lot and it includes a laneway immediately to the west.

The neighbourhood is characterized by 2- to 3-storey mixed-used buildings with narrow frontages. The market's centre is home to narrow, commercial streets with businesses on ground level and residential units above. Along the main arterials such as Spadina Avenue, Dundas Street, and College Street are taller buildings of up to 6 storeys, with a mix of residential, commercial, and institutional uses.

The site and surroundings are well-served by public transit (Spadina, Dundas, and College streetcars), have some parking (Green P lot and on-street parking), and are highly walkable.

Community facilities include the Toronto Western Hospital, schools, childcare facilities, community centres, a library, parks, and faith buildings.



Subject site and neighbourhood surroundings

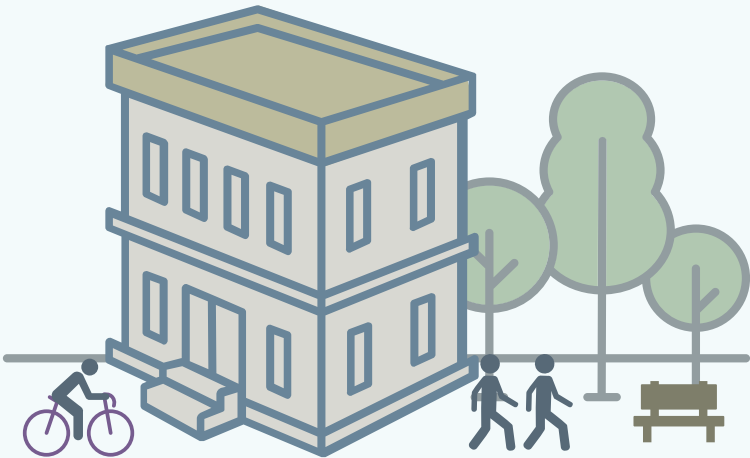
3.2 Proposal Highlights



Project Developers
The Impressions Group

Subject Site Address
17 St. Andrew Street

5-storey building including 3-storey podium
Student-focused rental housing
including residential and retail uses



77
residential
units

range of unit sizes

80%



Studio



2-Bdrm

20%



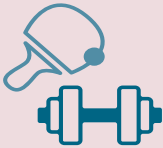
1-Bdrm



3-Bdrm



Outdoor
Amenity
Space



Indoor
Amenity
Space

143

long-term
indoor
bicycle
parking
spaces



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

3.3 Key Messages

This project has a number of key messages, which all aim to provide clarity around the various components of the proposal. To help breakdown these components, we have organized the key messages into the following themes:

If there are additional points of clarification about the project that arise through the consultation process, or as a result of any amendments to the proposal, the applicant and the project team will add them to (and/or adjust) the key messages.



Respecting the neighbourhood

- The proposed building is designed to respect Kensington's unique character, while contributing to gentle growth near Spadina Avenue.
- The building's low-rise base reflects the street's architectural character and contributes to a lively and welcoming public realm for neighbourhood residents, business owners, and visitors.
- The proposed height and massing provides an appropriate transition to neighbouring laneway houses on Glen Baillie Place and 2-3 storey residential and commercial buildings along St. Andrew Street and Kensington Avenue.



Contributing to mix of uses

- Adding retail space fronting St. Andrew Street will contribute to a lively streetscape that is consistent with the mixed-use character of Kensington Market.
- Narrow retail frontages will be suitable for the kind of fine-grained retail characteristic of the neighbourhood.



Adding rental units

- The proposal is 100% purpose-built rental, serving a need for student-focussed rental housing in the neighbourhood and the broader City.
- With a mix of unit sizes (approximately 80% bachelor and 1-bedrooms and 20% 2- and 3-bedrooms), the proposal will accommodate diverse populations, including students attending nearby higher educational institutions.



Enhancing the pedestrian realm

- The proposal will improve pedestrian amenities around the site to connect to nearby routes.
- Wider sidewalks and landscaping along St. Andrew Street will accommodate the high volume of pedestrian traffic in the neighbourhood.
- Locating the loading area on the existing laneway on the site will minimize obstructions, creating a safe and comfortable environment to walk and bike.

4.0 WHERE ARE WE ENGAGING?

4.1 Scope of Consultation/ Areas of Impact

Neighbourhood-level Impact Area - See Map 1

The scope of consultation area is defined by two populations: (1) those who immediately surround the proposed development, and (2) those in the broader area surrounding the proposed development.

In the **immediate area of impact**, are the groups who will likely take an interest in the engagement process. They include adjacent residents, residents' associations and the local Business Improvement Area (BIA) who have a keen interest in changes coming to their neighbourhood and may also include other community groups active in development matters in Kensington Market.

Outside of the immediate area of impact is the **broader area of impact**, which refers to people who may not experience change directly, but who might experience changes at the neighbourhood level. The stakeholders at this neighbourhood level include the Ward Councillor, nearby community organizations, and residents in adjacent neighbourhoods, like Trinity Bellwoods and the University neighbourhood.



Map 1: Kensington-Chinatown neighbourhood, as defined by the City of Toronto

Proximal Impact Area – See Map 2

Notification for applicant-led public meetings will be distributed to a 250 metre radius of the subject site, which exceeds the minimum notice area of 120 metres outlined in the *Planning Act*.

This area includes residents and business owners along Dundas Street West, St. Andrew Street, Baldwin Street, Nassau Street, Augusta Avenue, Kensington Avenue, Spadina Avenue, and Glen Baillie Place.

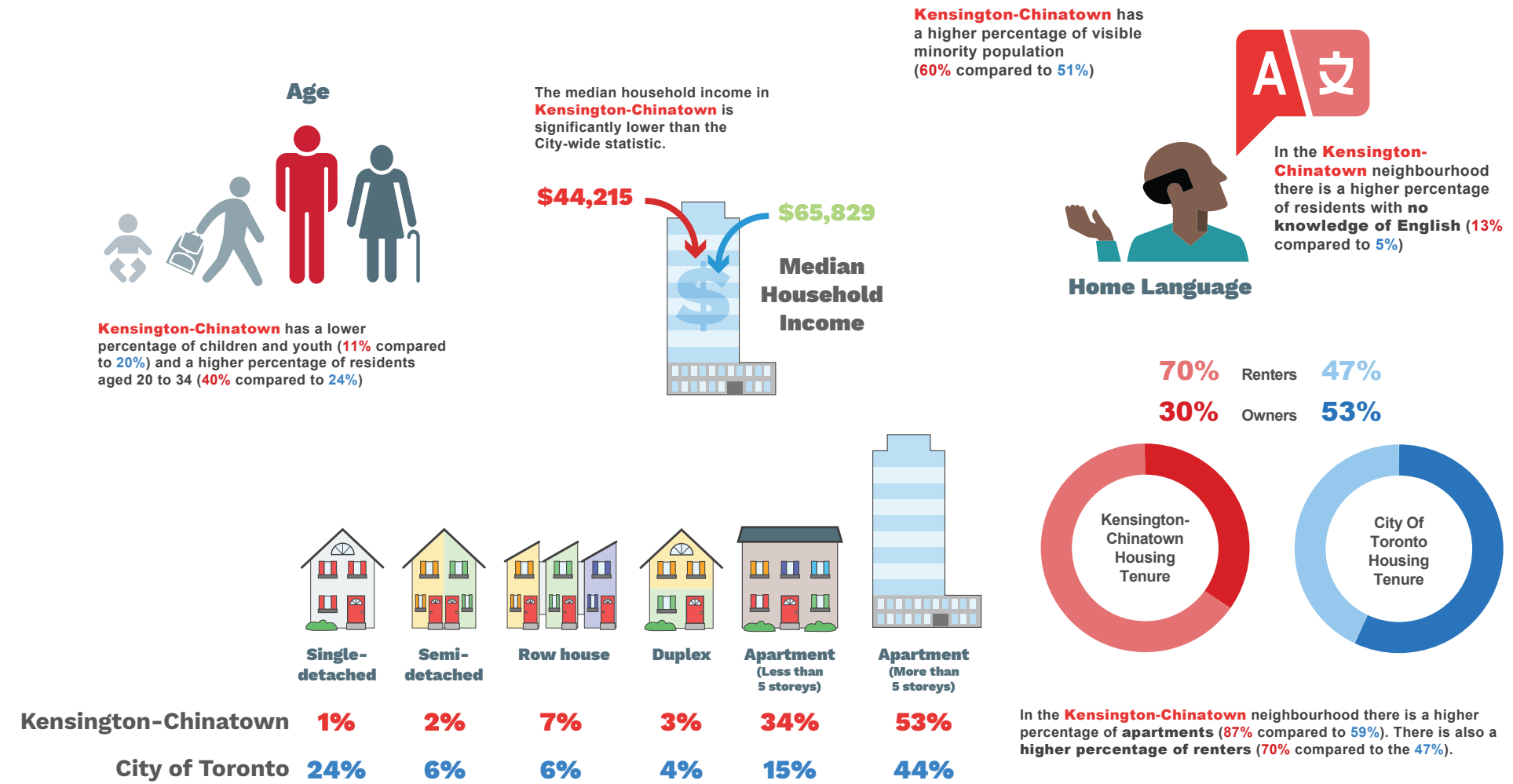


Map 2: 250m radius impact area

5.0 WHO ARE WE ENGAGING?

5.1 Demographic Profile

Below is a snapshot of the Kensington-Chinatown neighbourhood's population characteristics in comparison to the City-wide average. To see a full breakdown of the neighbourhood demographics, please see *Appendix A*.



*Icons/graphics are for illustrative purposes only - they are not to scale

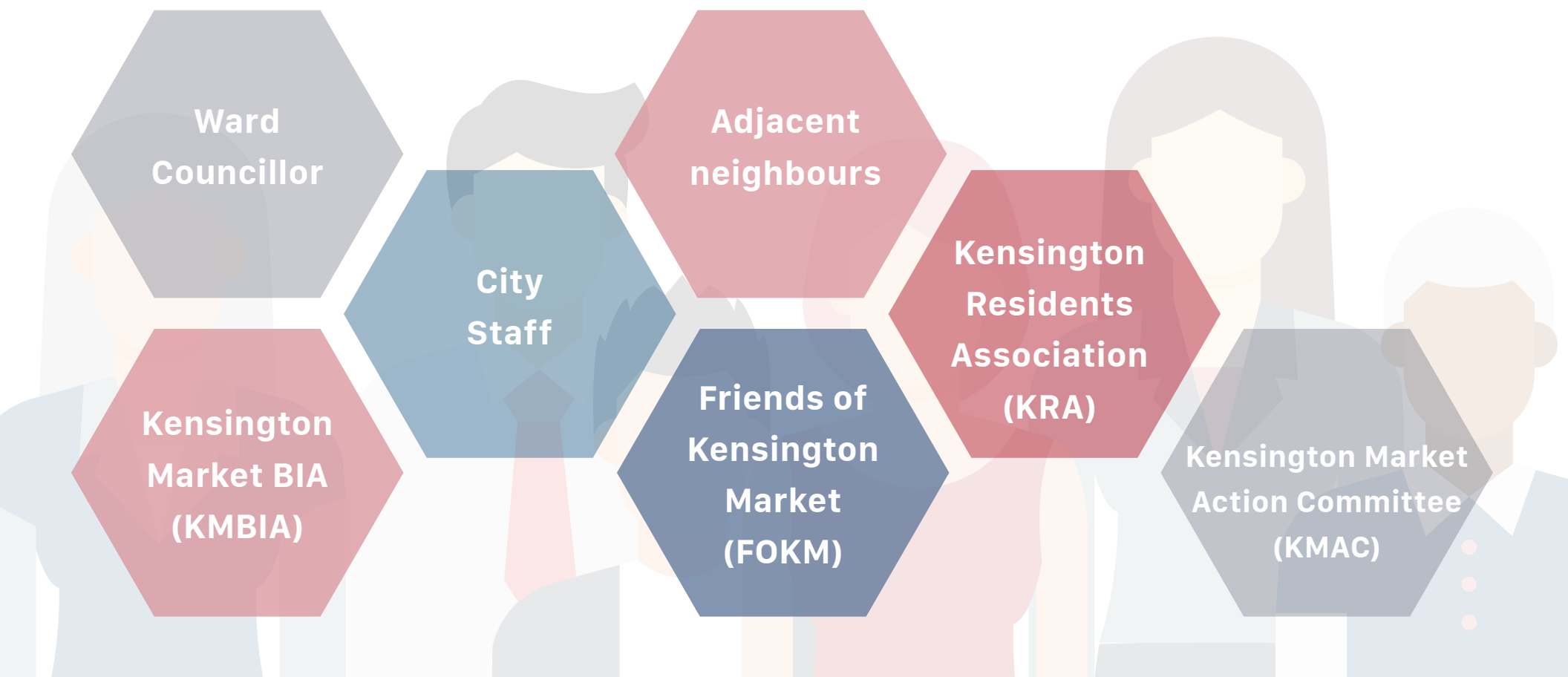
5.2 Target Audience & Stakeholders

In addition to the broader public and Kensington-Chinatown neighbourhood, the applicant aims to consult and engage with key neighbourhood stakeholders as a component of the entire community consultation process. Thus far, the below local stakeholders have been identified as those who may wish to be involved in the process.

Stakeholders may include other individuals and groups who express interest in the proposal.

The demographic profile outlined in the previous section helped inform the engagement methods put forward as a part of this public consultation strategy. Efforts will be made to take into consideration, accommodate and engage populations in the neighbourhood who are:

- Long-term residents
- Long-term business owners
- Renters



6.0 WHAT HAVE WE HEARD?

6.1 Pre-application Consultation

Meeting with City Staff

Purpose: Introduce preliminary concept

Date: January 9, 2019

Attendees

- John Duncan - City of Toronto
- Nathan Bortolin - City of Toronto
- Yixin Chen - Impressions Group
- Newry Shao - Impressions Group
- David Huynh - Bousfields
- Drew Sinclair - SvN

Summary of discussion and feedback

Presentation of preliminary concept for 7-storey mixed-use building with residential and retail uses

City Staff provided feedback on the following elements:

- Built form context
- Building height, setback, and elevation
- Unit mix
- Heritage considerations
- Parking and loading
- Outdoor amenity space
- Opportunities for consolidation with property to the south



6.2 Pre-application Consultation

Introductory meeting with key stakeholder groups

Purpose: Introduce the proposal, learn about groups' interests and working structures, share opportunities for input

Date: September 16, 2019

Attendees

- Su Alexandian - KMAC
- Dominique Russell - FOKM
- Reverend Maggie Helwig - Church of St. Stephen-on-the-Fields
- Cassandra Alves - KMBIA
- Cece Sriver - KMBIA
- Mike Shepherd - KMBIA
- Yixin Chen - Impressions Group
- Newry Shao - Impressions Group
- David Huynh - Bousfields
- Jocelyn Deeks - Bousfields
- Sarah Bradley - Bousfields
- Mariella Amodio - SvN
- Drew Sinclair - SvN
- Sam Dufaux - SvN
- Julie Tyndorf - ERA
- Ori Abara - ERA

Summary of discussion and feedback

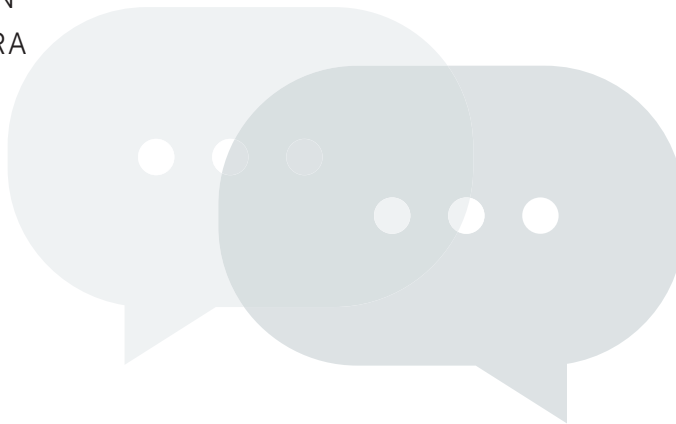
Presentation of proposal and summary of modifications made to date in response to initial feedback from City Staff

Attendees asked questions and provided input regarding the following matters:

- Building height, massing, and design
- Heritage considerations
- Neighbourhood character
- Housing: unit size, mix, and pricing
- Amenity space
- Overall site improvements
- Opportunities for further consultation

Attendees expressed interest in continuing conversations, particularly regarding:

- Building height, design, and materials
- Housing: unit size, mix, and pricing
- Engaging with local retailers
- Design of indoor amenity space
- Overall site improvements (e.g. laneway)
- Opportunities for further consultation



7.0 WHAT WILL WE BE DISCUSSING?

7.1 List of Matters to be Addressed

The following list outlines the various topics that may be brought forward for discussion and consultation with regards to the proposal:



Project Description



Urban Design & Built Form



Site Access & Loading



Public Realm Improvements



Development Process & Estimated Timeline



Engagement Process & Engagement Opportunities

8.0 HOW ARE WE ENGAGING?

8.1 Engagement Methods

While our early discussions with various stakeholders will seek input on how each group wishes to engage, we have prepared our thinking on what could work, as identified with the following engagement methods. The applicant proposes to put this outline forward to the various stakeholders for their input; and is prepared to adjust the plan in response to their feedback. Based on this feedback, as well as what is feasible for all parties involved, the applicant will endeavour to achieve some or all of the engagement methods identified below. Throughout these processes the

applicant team will ensure that the development and use of engagement materials are accessible to all populations.

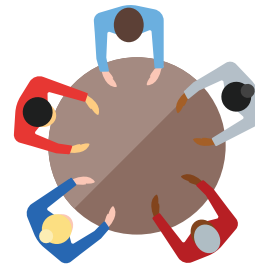
These engagement methods will consider the involvement of the key stakeholders and the broader public in the development process. The following engagement methods have taken into consideration ways of involving the broader public and specific stakeholder groups in Kensington Market. Below are details of the suggested engagement approaches.



**Project
Webpage**



Postcards



**Targeted
Stakeholder
Meetings**



**City-Led
Community
Consultation
Meeting(s)**

Webpage

Description & Purpose

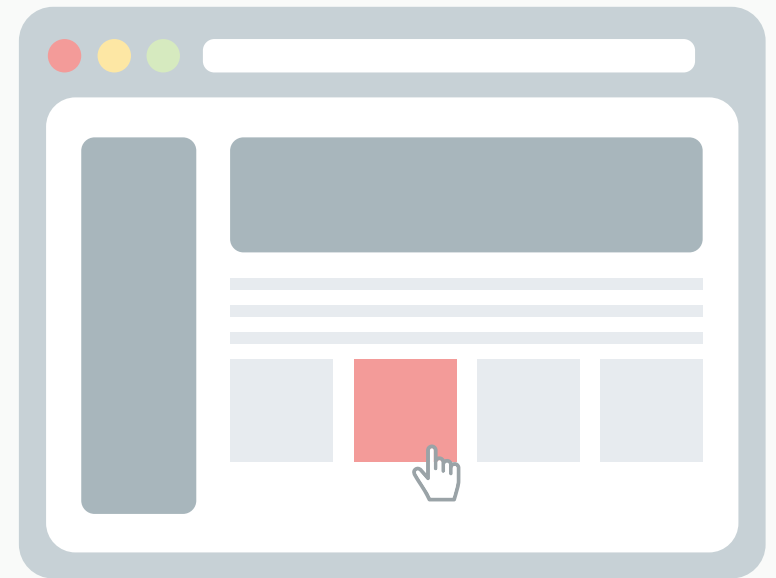
- A webpage on The Impressions Group's website serves as a central information hub for the project
- The purpose of the webpage is to inform residents, stakeholders, and interested members of the public about the project. It also provides the opportunity to:
 - Learn more about the project
 - Review plans and reports
 - Learn about the status of the project
 - Be notified about upcoming meetings
 - Ask questions and provide input
- The webpage was launched prior to the introductory meeting with community groups in September 2019

Additional Information

- The webpage will be updated throughout the process to ensure that stakeholders can access the latest information
- We will seek to work with neighbourhood representatives and/or the Councillor's office for their assistance in sharing the website (for example, including the website's address in e-newsletters and/or postcard)
- The webpage link will be included on all subsequent communications materials (e.g. postcards, presentations at consultation meetings)
- The webpage will be a consistent and ongoing tool to keep the community informed, and will be a key information source as a complement to in-person engagement sessions

Documentation & Collection of Feedback

- Member of the project team will catalogue comments and responses from the webpage feedback form at a thematic level
- These comments will be included as part of the feedback received from all components of the engagement process
- Questions received through the webpage will receive a response from a member of the project team in a timely manner
- If there are questions that are being asked by several members of the public, then the "Frequently Asked Questions (FAQ)" page of the webpage will be updated
- FAQs may also be informed by regular scans of local news



Postcards

Description & Purpose

- One or more postcards will be used to provide neighbouring residents and the broader community information about:
 - Upcoming opportunities to provide feedback, including City-led consultations
 - Where to find more information, e.g. project webpage URL
- These postcards may be shared through the following channels:
 - Hard copy: distribute to nearby residents and business owners, e.g. via community boards in local businesses
 - Electronically: post on the project webpage

Additional Information

- The webpage URL will always be included on postcards

Documentation & Collection of Feedback

- As the postcards will direct community members to the webpage, it is anticipated that feedback from the postcards will be directed through the webpage form



Targeted Stakeholder Meetings

Description & Purpose

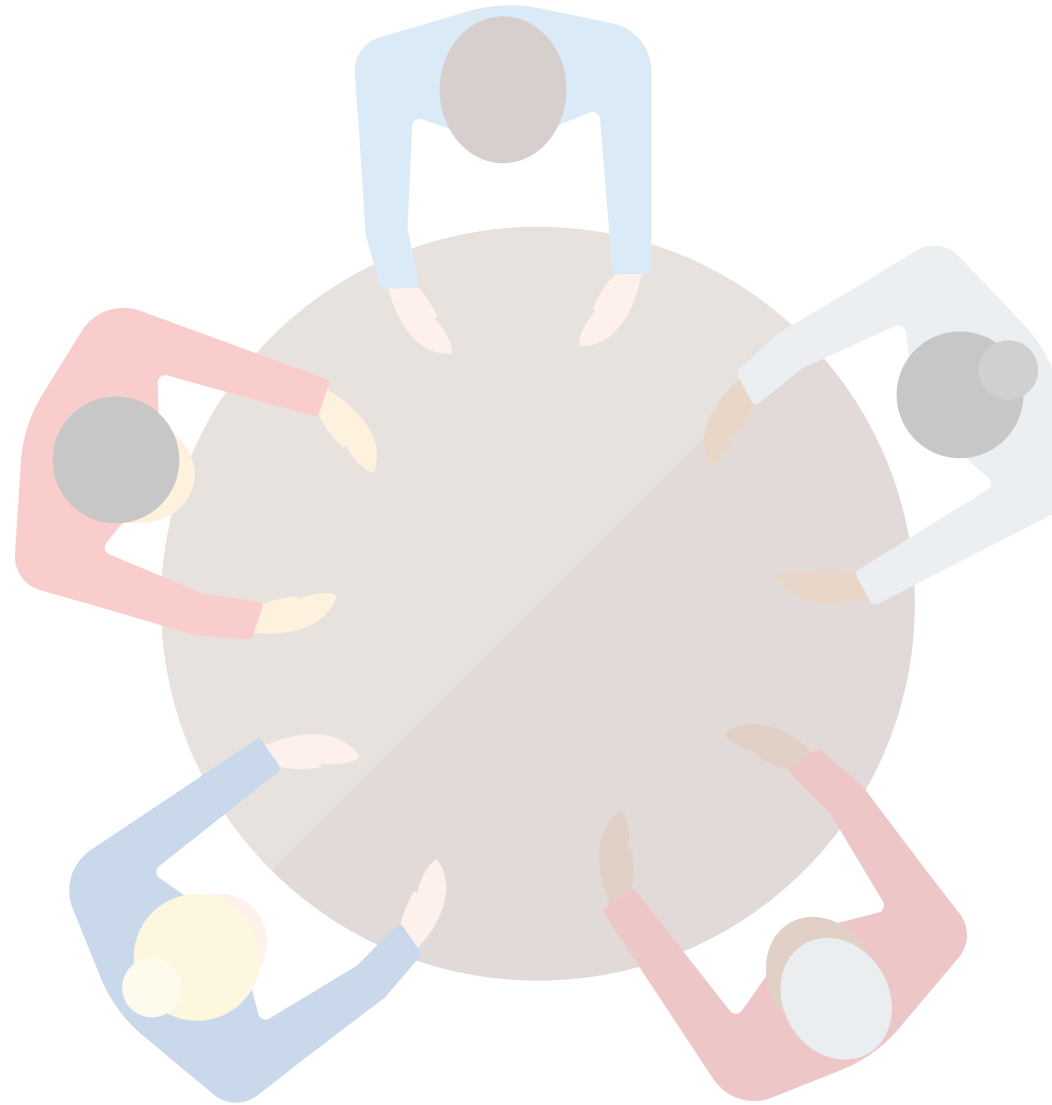
- These meetings may take the form of small group discussions with community groups
- Allow for more tailored conversations, better opportunities for feedback, and discussion of specific issues
- Engage with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback
- Demonstrate openness to working collaboratively with community groups, respecting their working structures

Additional Information

- These stakeholder meetings may include smaller group meetings with any of the groups listed in Section 5.2
- This may also include meetings with groups not listed, but who convey a strong interest in being involved in the process
- Looking ahead, the project team will work closely with each stakeholder group to establish the most constructive meeting formats for all parties
- Meetings may inform further consultation that incorporate different tools and formats to ask questions and offer feedback

Documentation & Collection of Feedback

- A member of the project team will take detailed notes at each meeting
- The project team will synthesize and analyze the feedback received from meetings



City-led Public Meeting

Description & Purpose

- The purpose of the City-led public meeting is to provide all interested persons the opportunity to give feedback on elements of the proposal and ask questions
- The project team will proactively consult with City Staff on how we can best support the organization and facilitation of the City-led meeting

Additional Information

- In consultation with City Staff, the project team will explore various media and processes to encourage participation by all interested parties, with attention given to populations identified in the Demographic Snapshot of Kensington-Chinatown (Section 5.2)

Documentation & Collection of Feedback

- Members of the project team will take detailed notes and provide a meeting summary with emerging themes as needed



City of Toronto Standard Public Consultation Methods

The aforementioned engagement methods will be in addition to, and will aim to complement and support, the following standard public consultation methods employed by the City:

- The community will be made aware of the complete development application (once deemed complete by Community Planning) through various methods including the on-site application notice sign, and an update on the City's Development Application Centre;
- Residents and stakeholders will be able to review the submission materials, including drawings and reports, either on-line on the City's Development Application Centre, or in-person at Toronto City Hall;
- Residents and stakeholders can direct comments and questions about the application to the assigned City Planner on the file throughout the review process;
- A Community Consultation Meeting organized by Planning Staff in consultation with the Ward Councillor (date to be determined) for which the City will send meeting notice to residents— see above regarding the project team's anticipated involvement/efforts
- A Statutory Public Meeting at Toronto and East York Community Council (date to be determined)

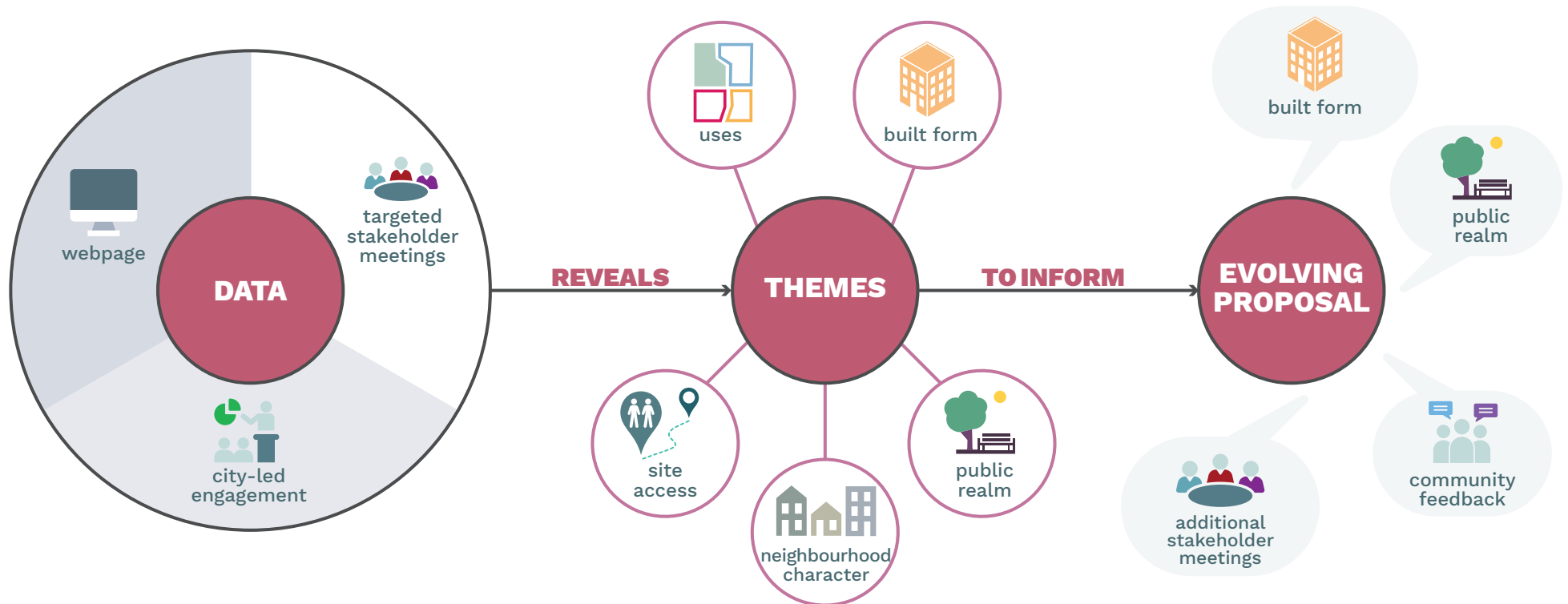
9.0 HOW WILL WE SHARE FEEDBACK?

9.1 Methodology for Evaluating and Reporting Feedback

Evaluating

All forms of **data** including notes, feedback forms, questions, general comments and any other documentation stemming from the broader public meeting(s), stakeholder meetings, any city-led consultations, as well as any comments or feedback directed to the project dedicated email will be synthesized and analyzed to **reveal** recurring **themes and patterns**.

Those themes and patterns will **inform the proposal throughout** the application process. The figure below describes this feedback evaluation process. The graphic is meant to evolve with the project as new information is gathered throughout the process using the data sources below.



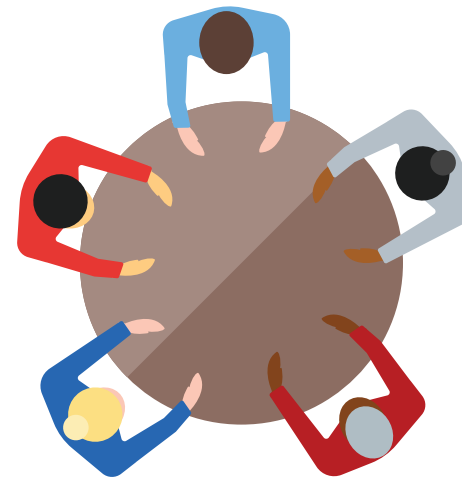
Reporting Back

After feedback has been analyzed and summarized, a number of tools may be used to report back to the public and various stakeholder groups:



Webpage

Updates will be shared on the project webpage.



In-person Meeting Updates

At the beginning of each broader community or targeted stakeholder meeting, a member of the project team will provide a high-level overview of feedback received

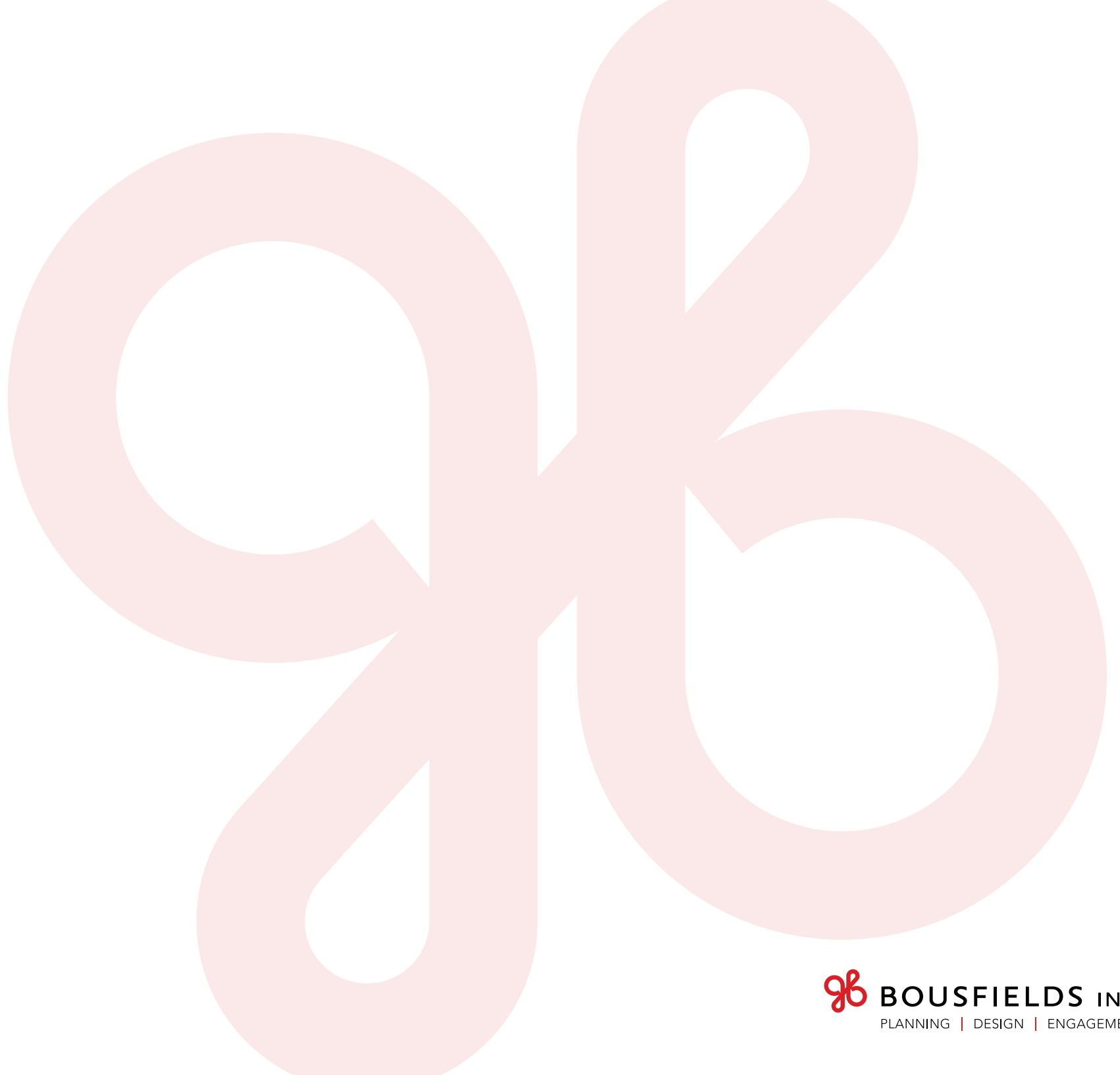
10.0 CONCLUSION

Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy 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 community members throughout the duration of the proposal, at varying levels of intensity appropriate to the status of the planning application. The approach to this component of the project is to ensure that there is an opportunity for members of the public to engage in the process in a manner that is most convenient and accessible to them. The process has been developed to allow for a broad range of voices to contribute to the discussion, with the intention of creating a development proposal that will align with the interests of key stakeholders, paying particular attention to Kensington Market's history, cultural significance, and network of engaged community groups.

APPENDIX A

Demographic Snapshot of Kensington-Chinatown Neighbourhood in comparison to the City of Toronto

Socio-Economic Indicator		Kensington-Chinatown	City of Toronto
Age	0 to 19	2,055 11%	20%
	20-34	7,225 40%	24%
	35-44	2,180 12%	14%
	45-64	3,760 21%	26%
	65+ years	2,685 15%	16%
	Total	17,905	
Sex	Female	51%	52%
	Male	49%	48%
Bachelor's Degree or Higher		48.6%	44.1%
Median Household Income		\$44,215	\$65,829
Home Language	English	66%	71%
	Non-official	34%	29%
	French	<1%	<1%
	Top Non-English Home Language	Mandarin, Cantonese	Mandarin, Cantonese
	Mother Tongue Not English	52%	47%
	Home Language Not English	35%	29%
	No Knowledge of English	13%	5%
Immigration and Identity	Immigrants	44%	51%
	Recent Immigrants	5%	7%
	Visible Minority Population	60%	51%
Average Persons Per Household		2.00	2.42
Housing Structure Type	Single-Detached House	1%	24%
	Semi-Detached House	2%	6%
	Row House	7%	6%
	Duplex	3%	4%
	Apartment, < 5 storeys	34%	15%
	Apartment, 5+ storeys	53%	44%
Housing Tenure	Rent	70%	47%
	Own	30%	53%



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