

Public Consultation Strategy Report

**2634, 2636, 2640, 2642, & 2654
Eglinton Avenue West and
1856 & 1856A Keele Street**
City of Toronto

Prepared For
Fora Developments

December 2022

www.2636EglintonWest.com

info@2636EglintonWest.com

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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 2225

Hamilton Office

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

T. 905.549.3005
F. 416.947.0781

Executive Summary

This Public Consultation Strategy Report has been prepared in support of a development application by Fora Developments ('the applicant') for 2634, 2636, 2640, 2642, & 2654 Eglinton Avenue West and 1856 & 1856A Keele Street ('the site') in the Beechborough-Greenbrook neighbourhood of Toronto.

The site is located on the northwest corner of Eglinton Avenue West and Keele Street adjacent to Keelesdale Station on the Eglinton Crosstown LRT. The site currently features an existing 2-storey mixed-use building which is occupied by six retail spaces. Four rental apartment units are also contained within the existing building.

This development application will permit the redevelopment of the site with a 33-storey mixed-use building with retail space at street-level and residential uses above.

What is the Project?

The Site



- 2634, 2636, 2640, 2642, & 2654 Eglinton Avenue West and 1856 & 1856A Keele Street is located on the northwest corner of Eglinton Avenue West and Keele Street adjacent to Keelesdale Station.
- The site features an existing 2-storey mixed-use building which is occupied by six retail spaces and the following businesses:
 - Dollar Tree
 - Caledonia Deck Builder
 - Lavish House of Beauty
 - Jin Jin's Nails & Spa
 - Metro Pizza & Chicken
- Four rental apartment units are also contained within the existing building.



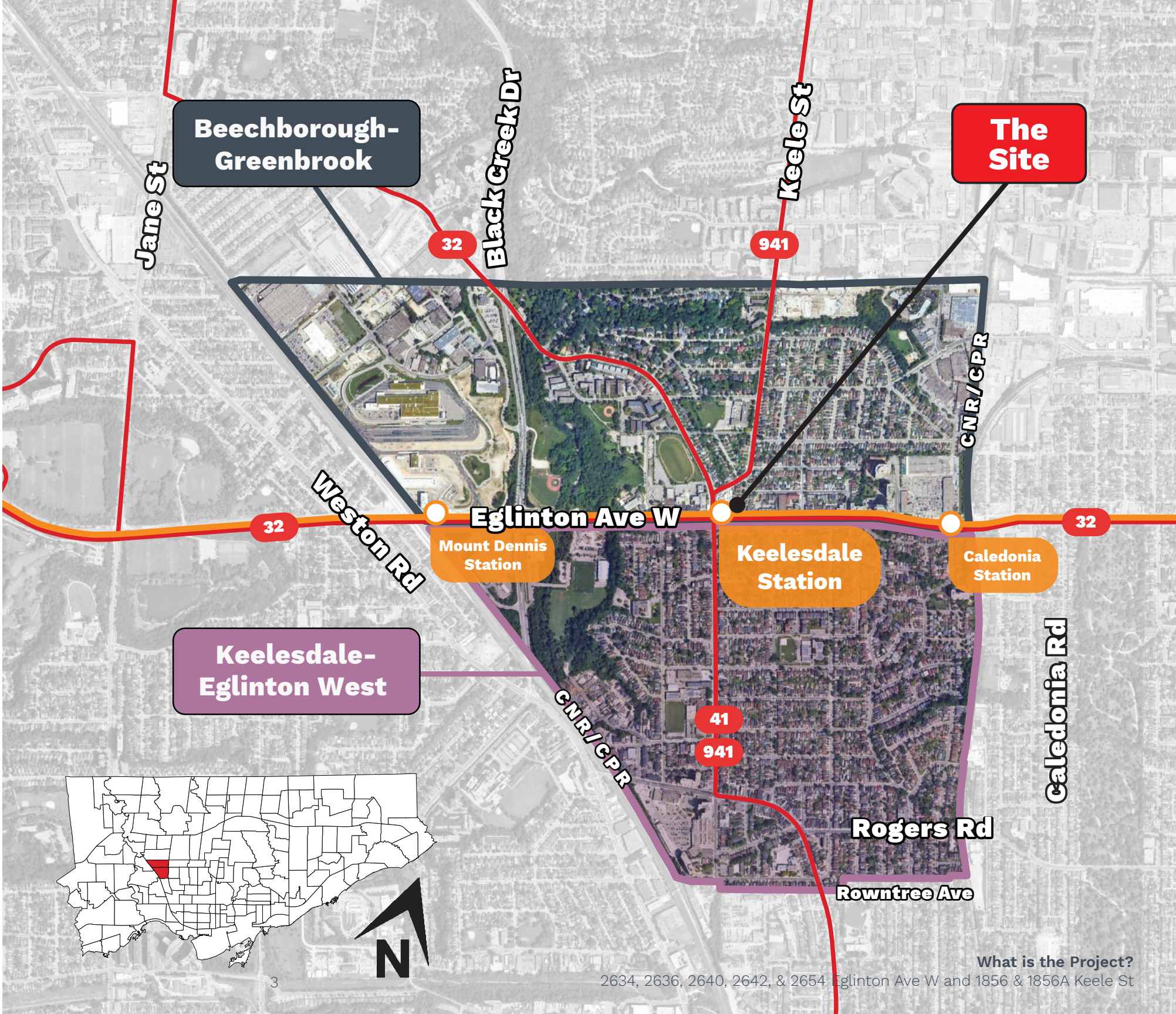
Surrounding Context

- The site is very well located in proximity to existing and future higher order transit:
 - Adjacent to the future **Keelesdale Station** on the Eglinton Crosstown LRT
 - 1-minute walk (<100 metres) from the **32 Eglinton West bus route**
 - 1-minute walk (<100 metres) from the **941 Keele Express** and **41 Keele bus route**
- The site is situated within in the **Beechborough-Greenbrook neighbourhood** and on the border of the **Keelesdale-Eglinton West neighbourhood**

Legend

-  Line 5 - Eglinton Crosstown (Under Construction)
-  TTC Bus Route

**Neighbourhood boundaries are defined by the City of Toronto's Neighbourhood Profiles (2022).*





Proposal Highlights

A new **33-storey mixed-use** building:



370
New Units



324 m²
Street-level Retail Space



179 (48%)
1-Bedroom



1,357 m²
Total Amenity Space



154 (42%)
2-Bedroom



63
Vehicular Parking Spaces



37 (10%)
3-Bedroom



434
Bicycle Parking Spaces

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

***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.*

Key Messages

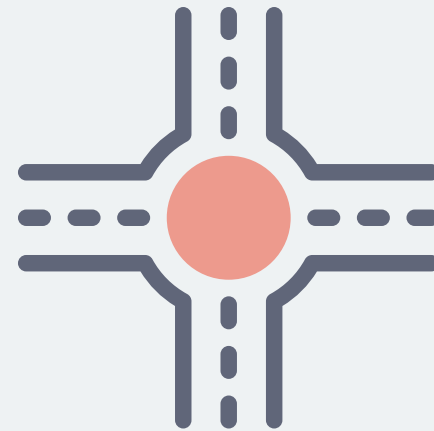
The project team has drafted a series of key messages about the redevelopment of 2634, 2636, 2640, 2642, & 2654 Eglinton Avenue West and 1856 & 1856A Keele Street. As the development proposal gets further refined throughout the process, and depending on the method of communication or engagement, the project team can adjust these key messages and/or provide further clarification.



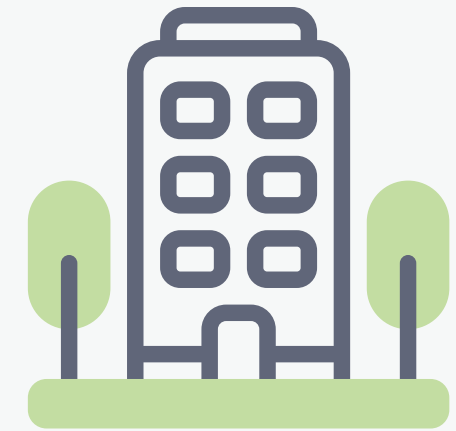
The Vision



New Housing



Transit-Oriented Development



Improved Streetscape



The Vision

We are excited to reimagine the future of the site with a new transit-oriented development adjacent to Keelesdale station. Designed by award-winning Toronto-based architecture firm, gh3*, the new building will bring new homes, retail space, and a better pedestrian experience, to the dynamic Keele and Eglinton community.



Transit-Oriented Development

- Given that the site is next to the Keelesdale Crosstown station, we are proposing to create a transit-oriented development with a new 33-storey mixed-use building comprised of retail space wrapping around the building at street level and residential uses above.
- This new building will be a transformative development and key focal point for the neighbourhood at the intersection of Keele and Eglinton West.



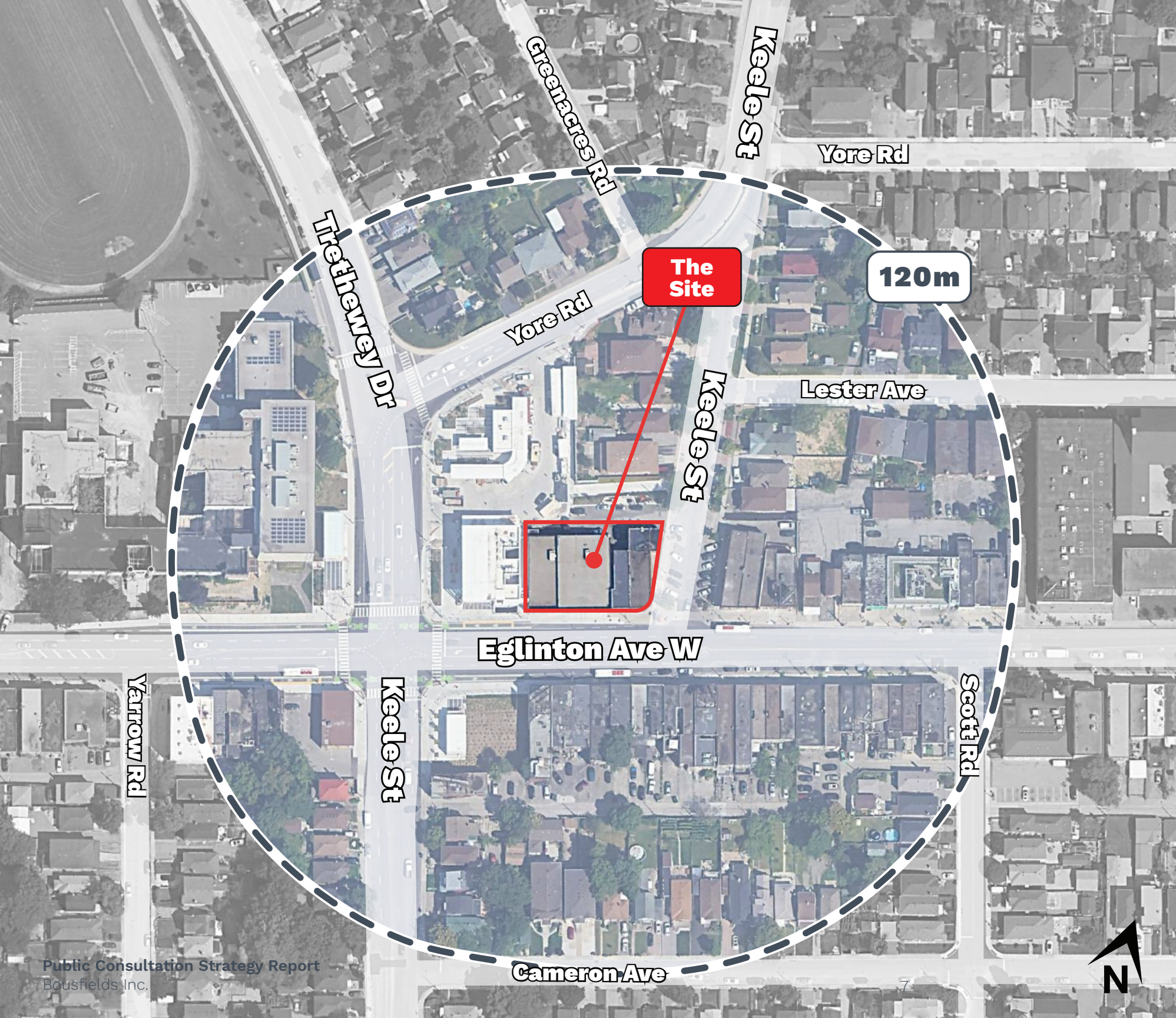
New Housing

- With 370 new residential units in a mix of unit sizes and types, the proposed development will provide new housing options to those seeking to live in, or move to, the Keelesdale community.
- This site is an ideal location to add new homes given its proximity to higher order transit as well as neighbourhood amenities and services.



Improved Streetscape

- This proposal includes retail spaces at street level, which wrap around the building. This new modern retail space will create and maintain an animated and pedestrian-friendly experience along both Eglinton Avenue West and Keele Street.
- The building will be set back from the property line along Eglinton Avenue West and include a small road widening to allow for improved landscaping features and wider sidewalk space for pedestrians.
- Vehicular access to the building will be situated to the rear of the building, and accessible off Keele Street, in order to minimize disruption of the sidewalk along Eglinton.



Where are we engaging?

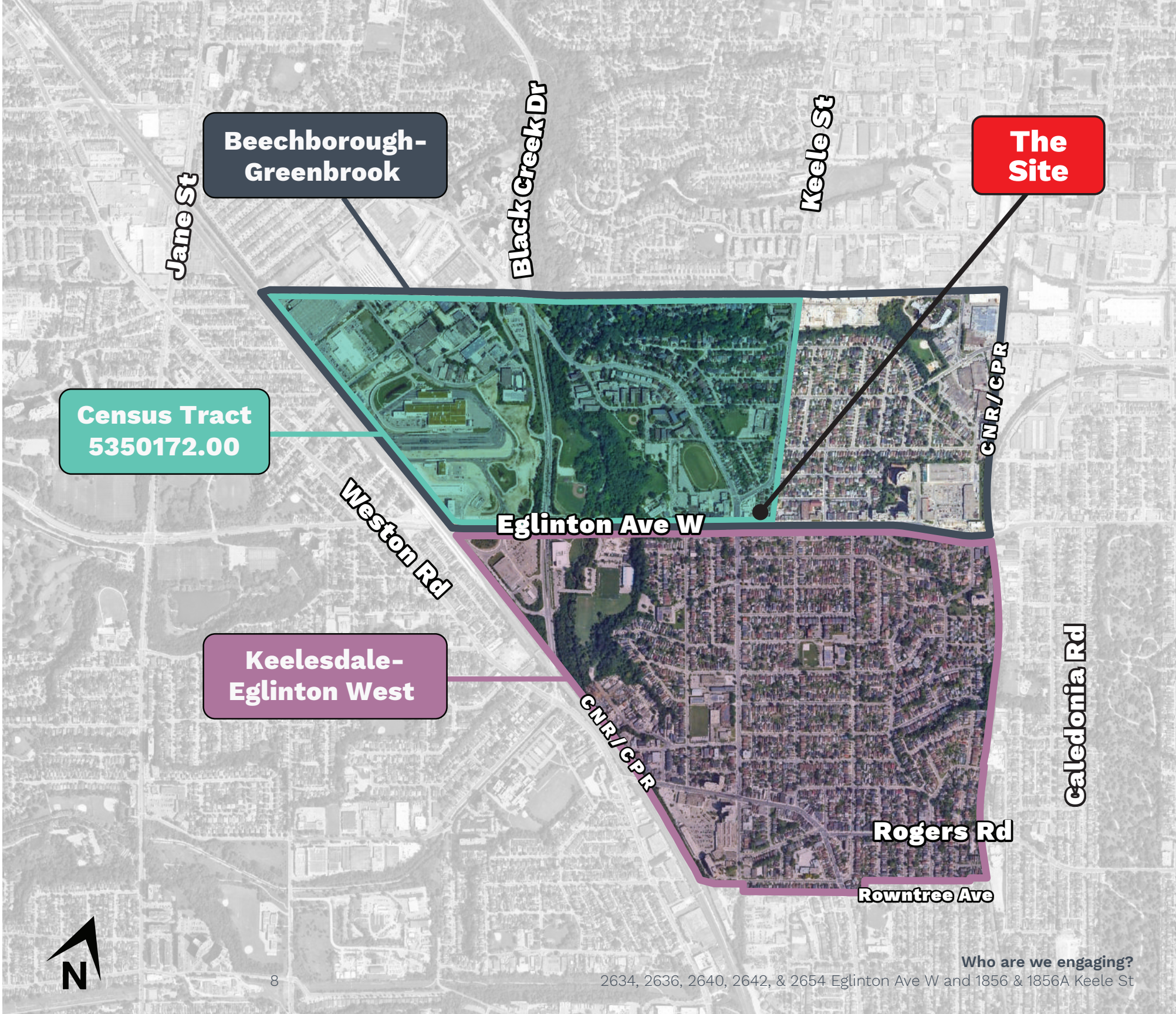
We have defined the scope of consultation as approximately **120 metres** around the subject site. This area includes nearby neighbours, businesses, and visitors to the area who may have an interest in changes to the site and the accompanying effects of those changes in the neighbourhood. This scope of consultation is also aligned with the minimum 120-metre notification area for public meetings as prescribed in the *Planning Act*.

Who are we engaging?

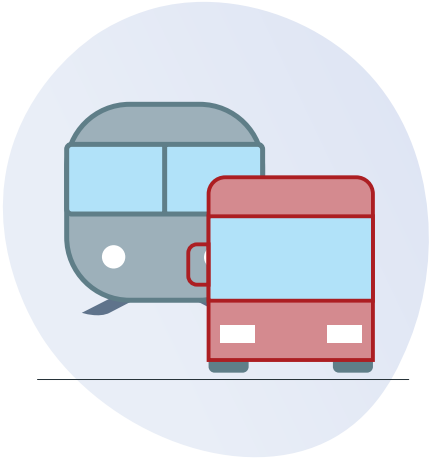
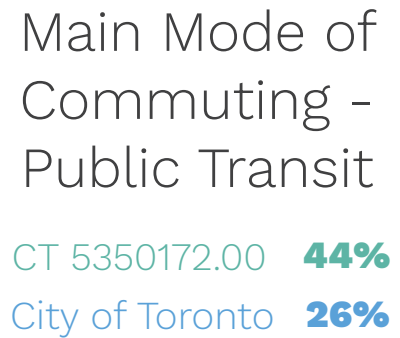
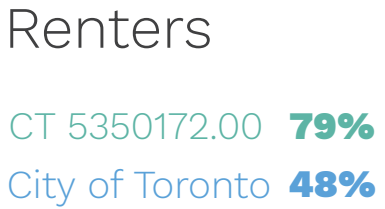
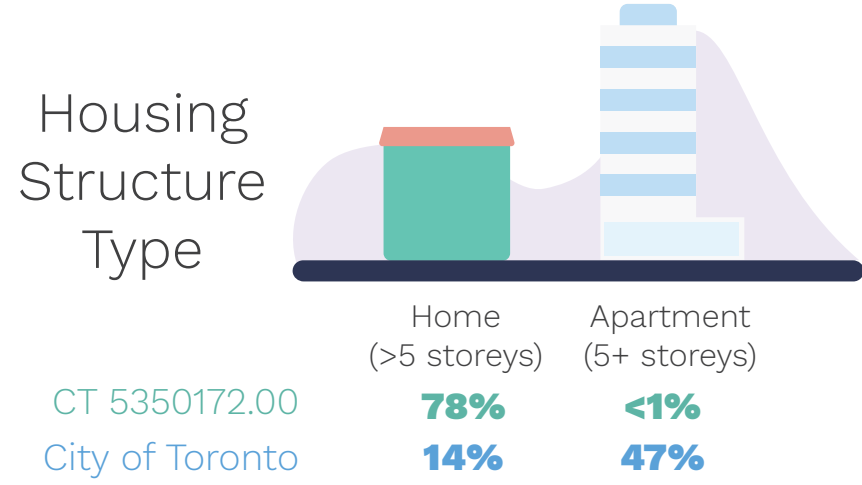
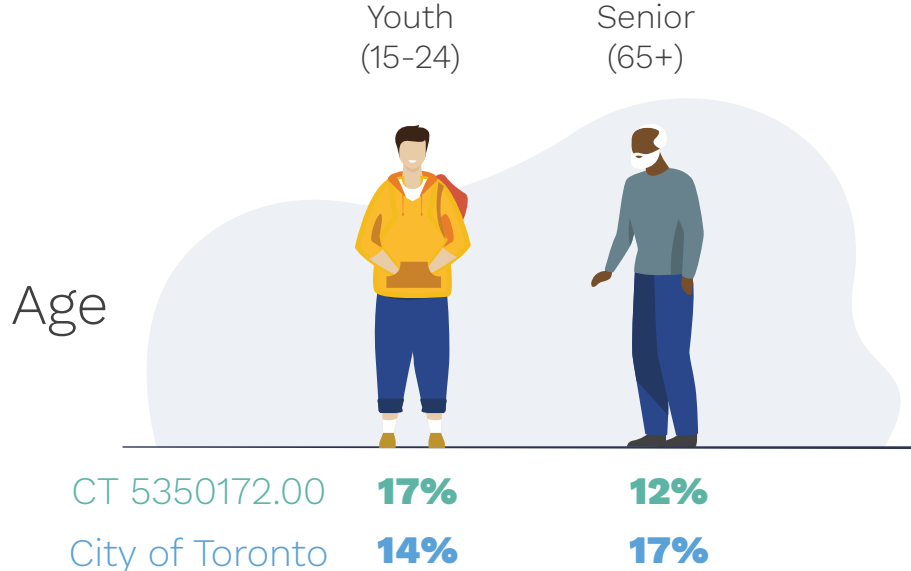
Demographic Snapshot

The project team is taking into consideration the demographics and population of the local census tract (**Census Tract 5350172.00**) as part of the planning and consultation process. The team has reviewed Statistic Canada census data in the development of the communication and consultation strategies for this proposal, and described in ensuing sections of this report.

Overall, this demographic snapshot reveals the important ways the local area is distinct from the wider City of Toronto population. A complete demographic profile can be accessed in the Appendix.



Demographic Snapshot



Target Audience & Stakeholders

The project team has identified the following series of key stakeholders who may take an interest in the proposal and wish to be consulted 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.*



What are the goals & outcomes?

GOALS

PROVIDE key information about the vision for the site, the planning application, and the process to the public and any interested stakeholders



The public and interested stakeholder groups have been provided with clear and accurate information about the vision for the site, the planning application, and the process

SEEK input from the public and other interested parties about the proposed development using various communication and engagement methods



The various communication and engagement methods provided an opportunity for a range of people to learn about the proposed development, ask questions, and provide input

The input received during consultations helped the applicant understand the community's sentiments about the proposed development

IMPLEMENT the use of digital tools, including a project website and virtual meetings, to inform and consult with residents, stakeholder groups, and other interested members of the public



Digital tools were used, adapted, and updated to help support ongoing information sharing and consultation with residents, stakeholder groups, and other interested members of the public

OUTCOMES

How are we engaging?

Applicant-led Consultation Methods

Taking into consideration the neighbourhood context, nature of the proposal, demographics of the local census tract, and stakeholder landscape, the applicant and project team are proposing a series of communication and engagement methods to both share information with, and seek feedback from, the community. These methods may be adjusted based on initial feedback, as well as what is feasible for those parties who express interest in the proposal.



Project Website & Email



Communications with Neighbours



Stakeholder Meetings



Community Meeting / Open House





Applicant-led Consultation Methods



Project Website & Email

What?

- A dedicated project website has been created to serve as an information hub for all stakeholders interested in learning about the project
- It provides stakeholders with the opportunity to:
 - Learn about the proposal
 - Get updates on the status of the project
 - Give comments and ask questions
- A project email has also been created to allow community members to communicate directly with members of the project team

Who?

- Anyone interested in the project

www.2636EglintonWest.com & info@2636EglintonWest.com



Applicant-led Consultation Methods



Communications with Neighbours

What?

- A series of letters/email communications could be used to inform nearby neighbours about the proposed development, and include information related to:
 - The application submission and timing
 - Any additional project milestones (e.g., resubmissions)

Who?

- Nearby residential and commercial neighbours



Applicant-led Consultation Methods



Stakeholder Meetings

What?

- An opportunity to share information with and seek feedback from key stakeholders through individual and/or small group meetings:
 - The project team will work with each stakeholder group to establish the most productive and constructive meeting formats for all parties
- A series of communications (whether via email or printed notices) could also be used to provide specific stakeholders information about:
 - The project website
 - The development proposal and process
 - Any project updates
 - Upcoming and ongoing engagement opportunities

Who?

- These meetings could be held (and in some cases have been held) with:
 - Ward 12 (York South-Weston) Councillor
 - Existing Residential and Commercial Tenants
 - Eglinton Hill BIA
 - Toronto Lands Corporation (TLC)
 - Nearby neighbours and businesses
- Any stakeholder groups who express interest in the project



Applicant-led Consultation Methods



Community Meeting / Open House

What?

- The project team may host a community meeting or open house to provide the community with the opportunity to learn about the proposal and planning process, as well as ask questions and provide feedback
- This meeting / open house would be in addition to the Community Consultation Meeting hosted by the City of Toronto as part of the process

Who?

- Anyone interested in the project

How are we engaging?

City of Toronto Consultation Methods

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



Application Information Centre (AIC)



Application Notice Sign



Community Consultation Meeting



Statutory Public Meeting





City of Toronto's Consultation Methods



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)

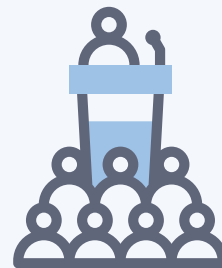


City of Toronto's Consultation Methods



Community Consultation Meeting

- The community consultation meeting is hosted by the City of Toronto, and its purpose is 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 we can 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



Statutory Public Meeting

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

What will we be discussing?

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



Planning & Policy
Context



Mix of Uses



Architecture, Design &
Materiality



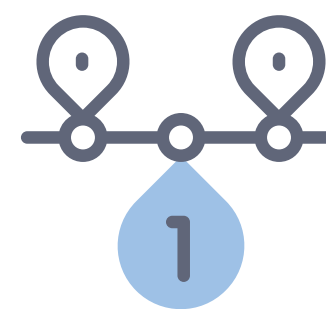
Built Form & Massing



Traffic, Parking, Access &
Circulation



Public Realm & Streetscape
Improvements



Process &
Timelines

How will we share feedback?

Methodology for Evaluating Feedback

Throughout the public consultation process for this proposal, information collected from the various communications tools and methods will be summarized to reveal recurring topics and themes. Feedback collected through the project website, City Planner, Councillor, and other communication and engagement methods will inform future iterations of the proposal. Upon request, a summary of feedback can be made available to those who are interested.



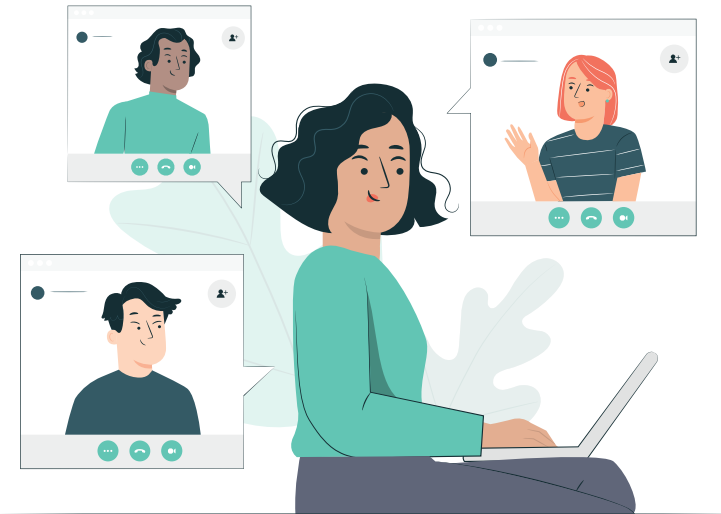
Reporting Back

After feedback has been documented, various tools may be used to report back to the public and stakeholder groups:



Project Website & Email

When they are available, updates about the proposal will be posted to the project website.



In-person and/or Virtual Updates

The project team will review and consider feedback provided throughout the process derived from meetings with stakeholders and neighbours, as well as the project website and email, and report back either in-person or virtually at any future community meetings or stakeholder meetings.



Public Consultation Strategy Report Addendum

The project team may prepare an addendum to this report as a summary and update on the feedback received at the time of a subsequent application resubmission.

Conclusion

Bousfields Inc. is pleased to discuss the proposed Public Consultation Strategy outlined in this report with City Staff, and if appropriate, make adjustments based on Staff's feedback. The applicant and project team are committed to engaging with the community throughout the duration of the proposal.

The process has been developed to be responsive, flexible, and adaptable to the local demographic and stakeholder context. The aim of this approach is 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 community members.

Appendix:

Full Demographic Profile

Socio-Economic Indicator		Census Tract 5350172.00	City of Toronto
Age	0 to 14 years (Children)	17%	14%
	15 to 24 years (Youth)	12%	11%
	25 to 64 years (Working Age)	58%	58%
	65+ years (Seniors)	12%	17%
Median Household Income		\$59,200	\$84,000
Home Language	English	74%	66%
	Non-Official	20%	26%
	French	<1%	<1%
	Multiple Responses	7%	7%
Top Non-English Home Languages		Tagalog & Portuguese	Mandarin & Cantonese
Visible Minority		67%	56%
Immigration	Born in Canada	45%	50%
	Top places of birth	Philippines & Jamaica	Philippines & China
Housing Structure Type	Single-Detached House	21%	23%
	Semi-Detached House	0%	6%
	Row House	0%	5%
	Duplex storeys	<1%	4%
	Apartment, less than 5 storeys	78%	14%
	Apartment, 5+ storeys	<1%	47%
Housing Tenure	Own	21%	52%
	Rent	79%	48%
Household Size	Average Household Size	2.3	2.4
	1-person	36%	33%
	2-person	28%	30%
	3-person	17%	15%
	4-person	13%	13%
	5 or more persons	7%	8%
Main Mode of Commuting	Car	55%	61%
	Public Transit	34%	26%
	Walking	5%	8%
	Bike	2%	2%
	Other	5%	3%
Education	No certificate, diploma, degree	15%	9%
	High school	32%	19%
	Apprenticeship or trades	8%	3%
	College, CEGEP, other	20%	17%
	University below bachelor level	6%	3%
	Bachelors' degree or higher	20%	49%

