



# **PUBLIC CONSULTATION STRATEGY REPORT**

**40-44 Broadway Avenue  
City of Toronto**

**July 2019  
Collecdev Inc.**

**BOUSFIELDS INC.**  
PLANNING | DESIGN | ENGAGEMENT

# TABLE OF CONTENTS

- 1.0 INTRODUCTION** 1
- 2.0 WHAT ARE THE PROJECT GOALS AND ASSOCIATED OUTCOMES?** 2
  - 2.1 PROJECT GOALS AND OUTCOMES 2
- 3.0 WHAT IS THE PROJECT?** 4
  - 3.1 CURRENT SITE AND SURROUNDINGS 4
  - 3.2 PROPOSAL HIGHLIGHTS 5
  - 3.3 KEY MESSAGES 7
- 4.0 WHERE ARE WE ENGAGING?** 9
  - 4.1 SCOPE OF CONSULTATION/AREAS OF IMPACT 9
- 5.0 WHO ARE YOU ENGAGING?** 10
  - 5.1 DEMOGRAPHIC PROFILE 10
  - 5.2 TARGET AUDIENCE & STAKEHOLDERS 12
- 6.0 WHAT HAVE WE HEARD?** 13
  - 6.1 PRE-APPLICATION CONSULTATION 13
- 7.0 WHAT WILL WE BE DISCUSSING?** 14
  - 7.1 LIST OF MATTERS TO BE ADDRESSED 14
- 8.0 HOW ARE WE ENGAGING?** 15
  - 8.1 ENGAGEMENT METHODS 15
- 9.0 HOW WILL WE SHARE FEEDBACK?** 22
  - 9.1 METHODOLOGY FOR EVALUATING AND REPORTING FEEDBACK 22
- 10.0 CONCLUSION** 24
- APPENDIX A** 25
  - DEMOGRAPHIC SNAPSHOT OF MOUNT PLEASANT WEST IN COMPARISON TO THE CITY OF TORONTO 25



Job Number 19150

## 1.0 INTRODUCTION

This Public Consultation Strategy Report has been prepared on behalf of the applicant, Collecdev Inc., by Bousfields Inc. in support of their Zoning By-law Amendment application to the City of Toronto for the address municipally known as 40-44 Broadway Avenue. The site is currently home to St. Monica's Roman Catholic Church, which has the role as the 'mother' parish for the Catholic churches in the area. Collecdev has partnered with the Archdiocese of Toronto to continue to provide a place of worship that supports and furthers their mission as a leader in the Catholic community while, at the same time, sustaining their operations for the foreseeable future.

The proposal is for a mixed-use development including both a new church and residential tower. The church that will front Broadway Avenue has two portions, the building itself reaches 16.86 metres while the church steeple stands at 25.15 metres. The residential tower component sitting at the rear of the site is proposed at 44-storeys, at a height of 135.44 metres. This proposed development will replace the existing church as well as its surface parking lot.

## 2.0 WHAT ARE THE PROJECT GOALS AND ASSOCIATED OUTCOMES?

### 2.1 Project Goals and Outcomes

The project team has identified a set of goals which represent the ***purpose of the consultation process***. Each goal has an associated ***desired outcome*** which the project team hopes to achieve by the end of the consultation process. These goals and

outcomes are tailored to the overall community engagement process as well as engagement specific to this proposal. They have been set to guide how the project team hopes to facilitate a meaningful engagement process.

#### 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 public and interested stakeholder groups felt that the overall engagement and feedback processes were clear, accessible, and provided opportunities to give feedback*



**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 Outcomes**

**GOAL**

*The engagement process helps foster new relationships and strengthens existing relationships within the St. Monica's community*

**OUTCOME**

*The St. Monica's community feels confident in the plan for the future of their Church*



## 3.0 WHAT IS THE PROJECT?

### 3.1 Current Site and Surroundings

- Current Site
  - St. Monica's Roman Catholic Church
  - Surface parking lot
- Who uses this site?
  - Members of the Parish who live in the local community
  - Members of the Parish who come from further afield
  - People who live in the local community who are familiar with the Church in a secular manner

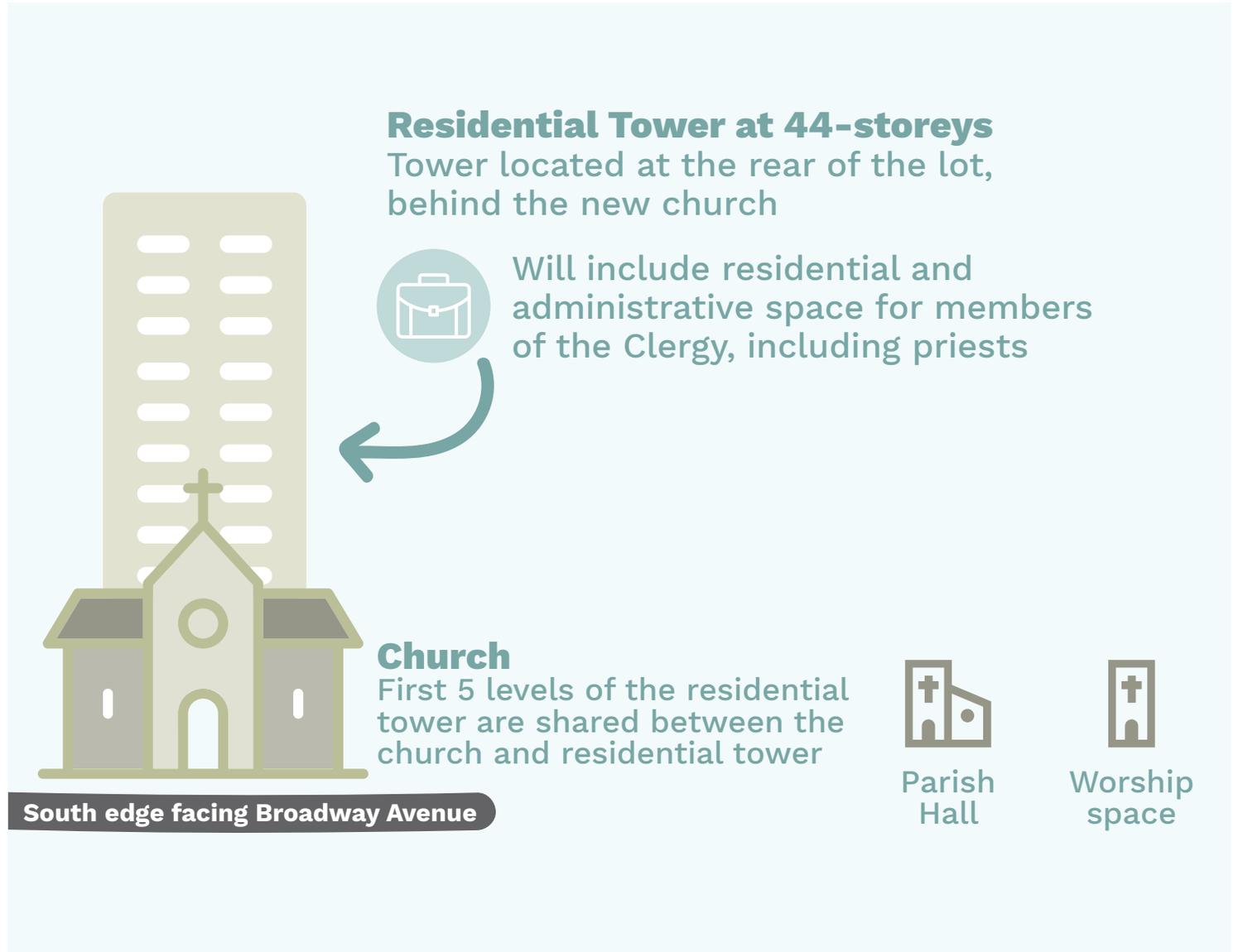


## 3.2 Proposal Highlights

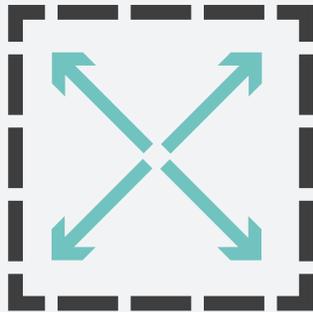


**Project Developers**  
Collecdev

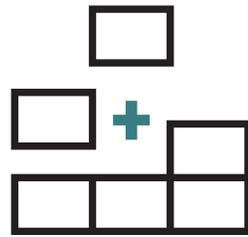
**Subject Site Address**  
40-44 Broadway Avenue



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



Mixed-Use Building



units



1-Bedroom

43%



2-Bedroom

47%



3-Bedroom

10%



Level 5 outdoor roof terrace



Level 6 dedicated amenity floor

8,690 ft<sup>2</sup>  
Indoor  
Amenity  
Area

13,375 ft<sup>2</sup>  
Outdoor  
Amenity  
Area



Ground Level landscaping and plaza surrounding residential and Church footprints

488  
Bicycle  
Parking  
Spaces



177  
Vehicle  
Parking  
Spaces



### 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 project team will add them to (and/or adjust) the following list of key messages:



#### Key Project Details

- The proposal is for a new mixed-use building with two distinct built forms. St. Monica's Church will front Broadway Avenue with a 44-storey residential tower at the rear of the property.
- The redevelopment of the site will provide significant improvements to the public realm surrounding the site. Parking will be moved underground and landscaping features will surround both the Church and residential buildings allowing for community members to sit and enjoy the site outdoors.
- KPMB, the projects architects, are known for their design excellence; this project will be designed with the utmost emphasis on high-quality aesthetics creating an important piece of architecture for the area.



#### Mix of Unit Types

- The proposed mix of residential units are suitable for various household sizes. The proposal includes over 50% large units, 2 and 3 bedrooms, providing options in this neighbourhood for a range of family sizes.



#### St. Monica's Roman Catholic Church

- Members of the Clergy at St. Monica's will live in the residential portion of the building, on floors 2-4, and have access to the fifth level for administrative and living spaces.
- The Church is made up of 3 levels, with larger floor to ceiling heights, therefore reaching the fifth floor of the residential portion of the development.
- Building a new church will allow St. Monica's to improve the services they provide while also expand as a parish. The parish hall will allow the Church to continue to host both church and community events in a fresh, beautifully designed space.



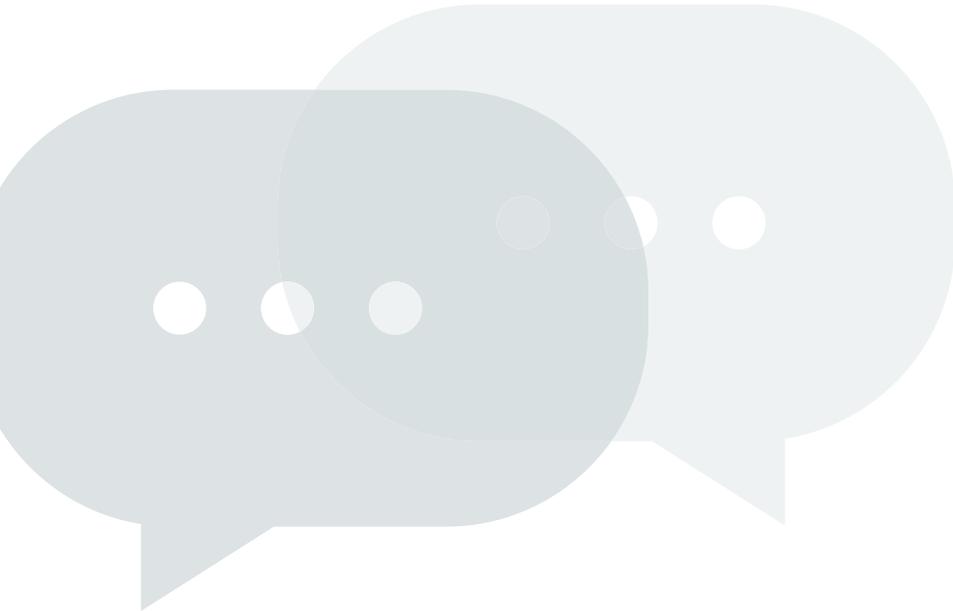
### Accessible Communities

- The site is within a Major Transit Station Area, these areas have been identified by Provincial Policy as ideal candidates for increased residential density due to their close proximity to higher order transit. Major transit within 800 metres of the site includes the Eglinton Subway Station and future Eglinton LRT.
- Given the close proximity to Yonge Street residents of this development would have easy, walkable, access to shops and services, facilitating a more complete community



### About the Developers

- Collecdev Inc. is committed to supporting St. Monica's plan for a sustainable future. This redevelopment will support the Church for years to come while creating new spaces for community members to be a part of.
- Collecdev has experience working with religious institutions transforming them into mixed-use sites that are viable for the long term. They are dedicated to working with both the Church and broader community to support a successful redevelopment process.
- St. Monica's is committed to being a long term neighbour and is looking forward to working with the community to continue its rich history.



## 4.0 WHERE ARE WE ENGAGING?

### 4.1 Scope of Consultation/ Areas of Impact

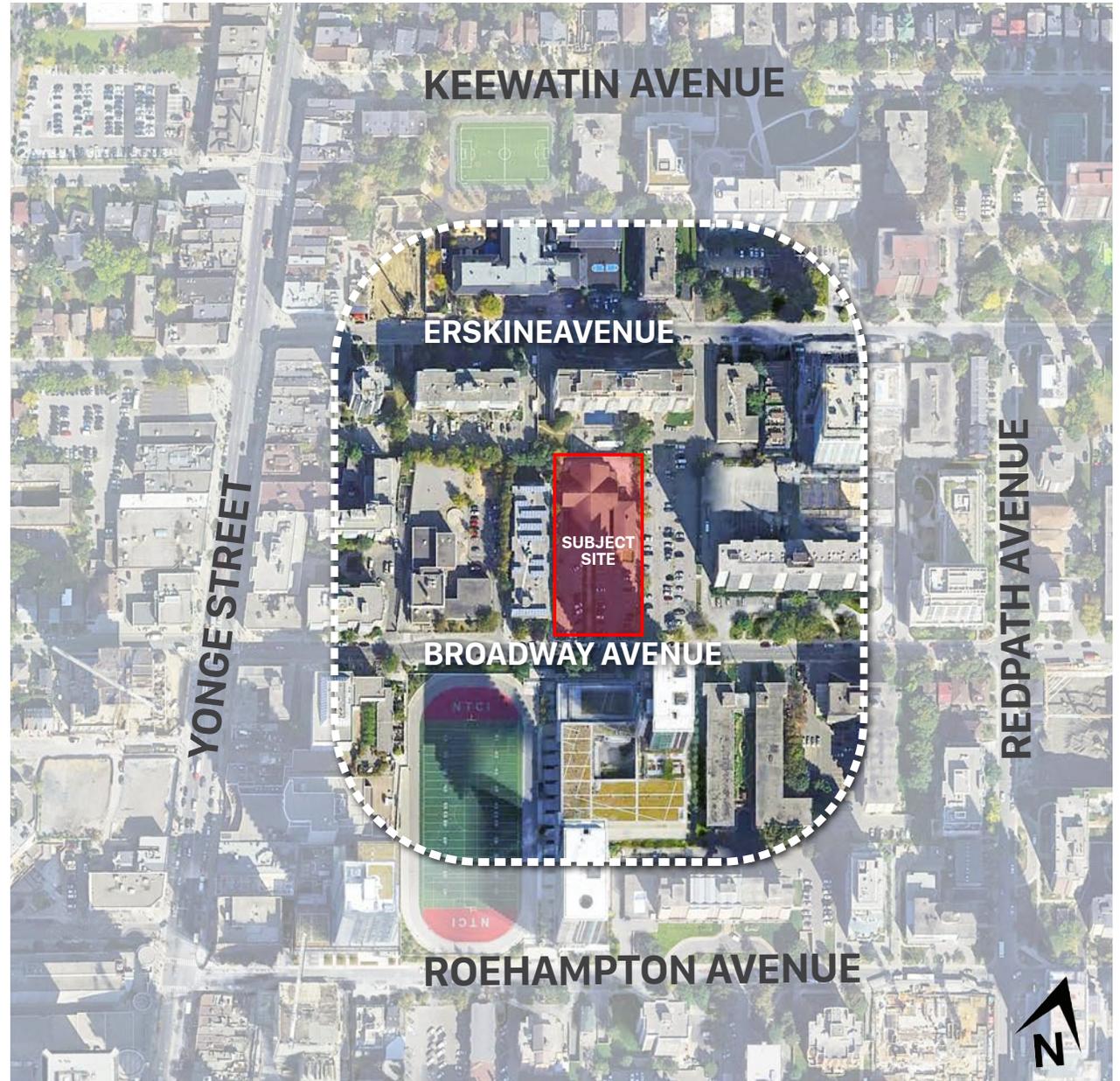
For the purpose of this proposal we have identified two areas of impact (1) proximal impact area and (2) community impact area.

#### Proximal Impact Area

The proximal impact area represents 120 metres surrounding the proposed development. This area was chosen based on the change this proposal will bring to the local area. This area includes the groups who will likely take a significant interest in the engagement process, including parishioners of St. Monica's, members of the Clergy and staff of St. Monica's, nearby residents, St. Monica's Catholic Elementary School, North Toronto Collegiate Institute, and others within the 120 metre buffer which will likely be impacted by construction and the introduction of a new Church and residential units.

#### Community Impact Area

Outside of the proximal impact area is the community impact area, a broader boundary that encompasses those whose immediate day-to-day environments may not change but who may experience changes at the community/neighbourhood-level. There are multiple community and residents' associations in the area who take a keen interest in the development happening here and would form the basis of this community impact area.



Map 1: Proximal Impact Area

# 5.0 WHO ARE YOU ENGAGING?

## 5.1 Demographic Profile

Below is a brief snapshot of the Mount Pleasant West neighbourhood in comparison to the City of Toronto, highlighting key differences between the two areas. This information was

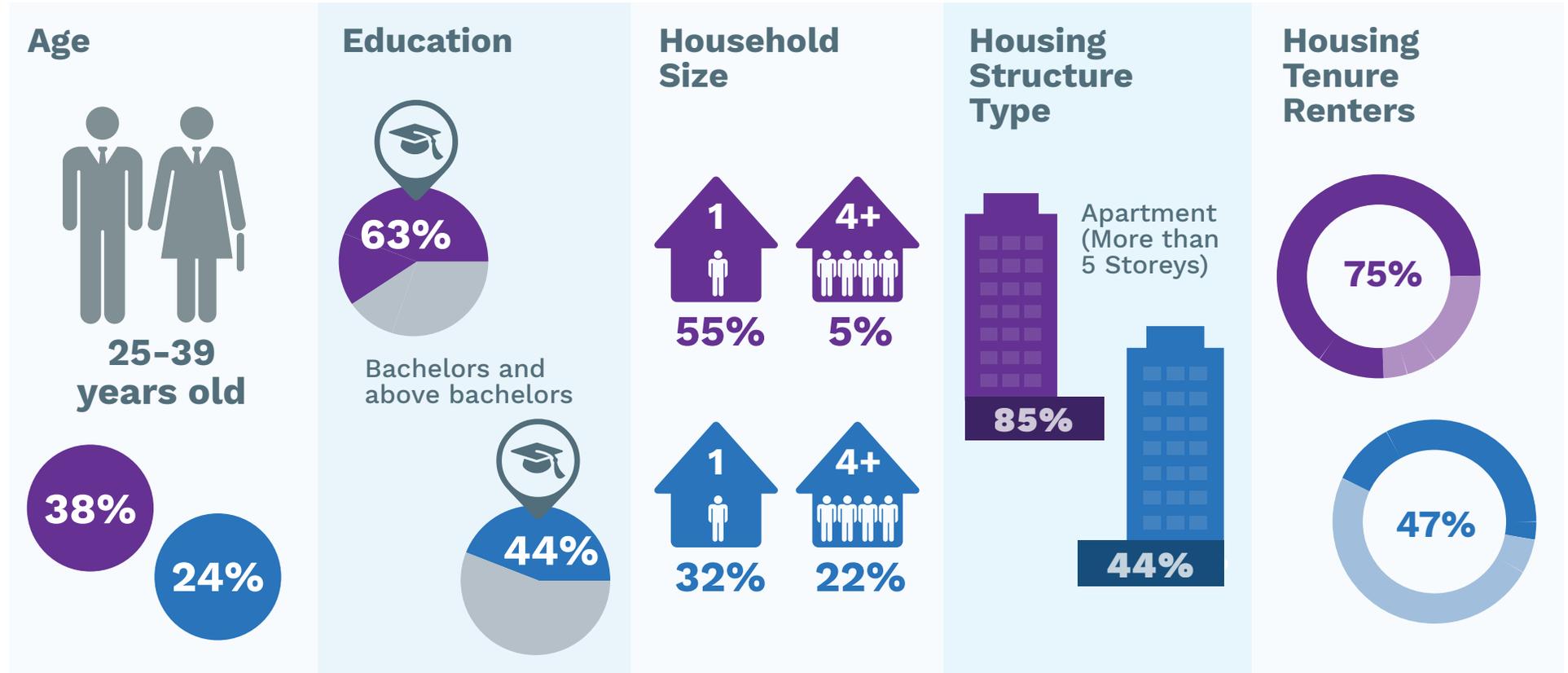
used to design the tailored set of engagement approaches. A full breakdown of demographics for both areas can be found in Appendix A.



**Mount Pleasant West**



**City of Toronto**



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

The below chart describes some of the unique population characteristics, including some distinct contrasts to the City of Toronto.

## Age

Mount Pleasant West has a significantly larger population of “millennial” aged residents between the ages of 25-39 in comparison to the City of Toronto. There is also a significantly lower percentage of children/youth (between the ages of 0-24) living in Mount Pleasant West, which is reflected in a number of other population characteristics.

## Household Size

The Mount Pleasant West neighbourhood has a significantly larger proportion of households with 1-person in comparison to the City of Toronto. This is also reflected in the very few households with 4 or more people.

## Housing Structure Type

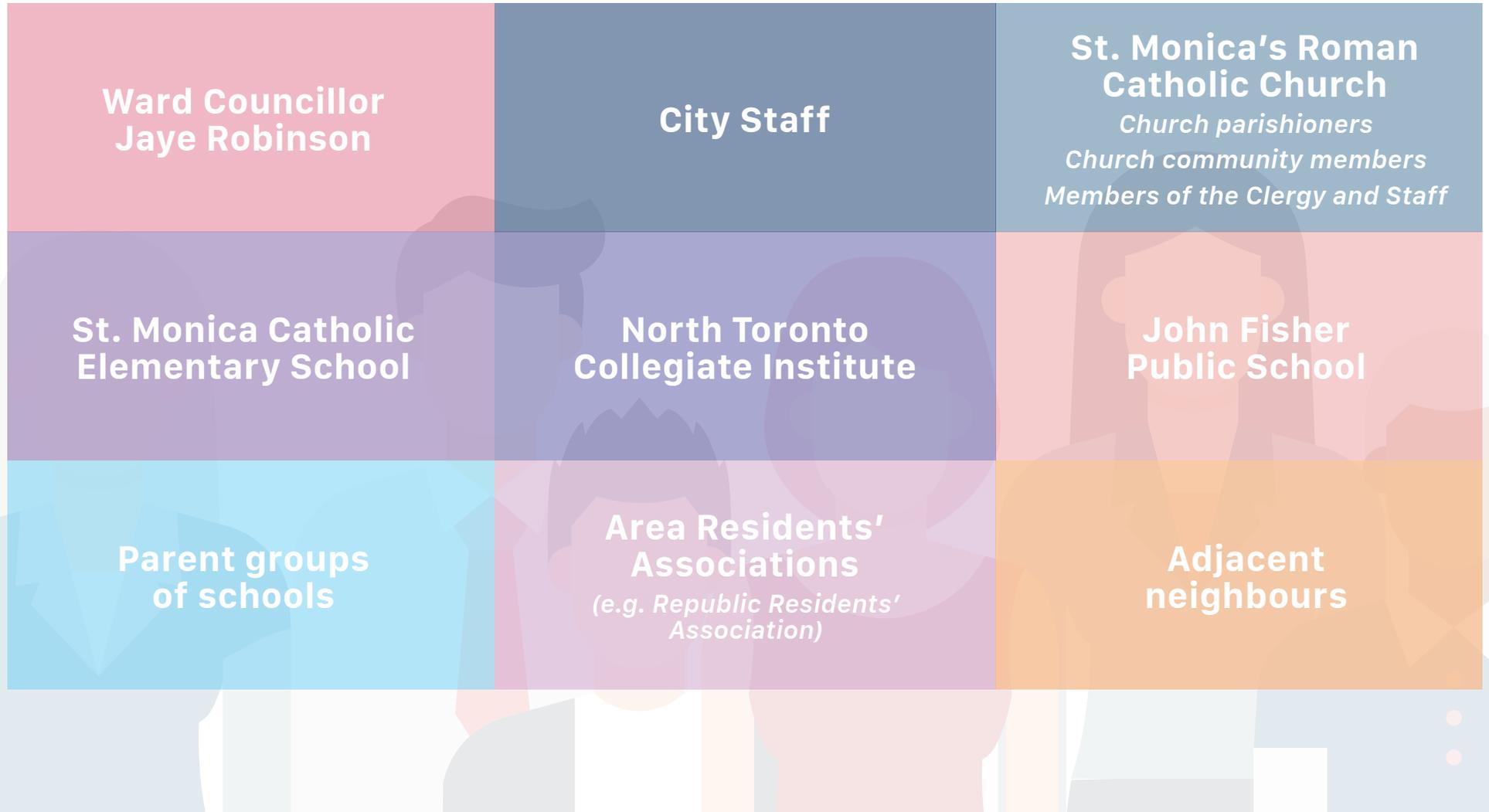
The biggest difference in this area in comparison to the City is the percentage of residents who live in apartment buildings at and over 5-storeys. In Mount Pleasant West, 85% of residents live in 5 or more storeys, whereas in the City of Toronto, 41% that live in apartments at 5 or more storeys.

## Housing Tenure

The previously mentioned population characteristics are also reflected in the housing tenure of Mount Pleasant West, where 75% of residents rent their homes, in comparison to the City average of 47% of its residents renting.

## 5.2 Target Audience & Stakeholders

In addition to the broader public and Mount Pleasant West neighbourhood, the applicant aims to consult and engage with a series of key neighbourhood stakeholders as a component of the entire community consultation process. Thus far, the following local stakeholders have been identified as those who may wish to be involved in the process:



## 6.0 WHAT HAVE WE HEARD?

### 6.1 Pre-application Consultation

The project team has had the opportunity to speak with City Planning Staff, Councillor Robinson's staff, and reached out to a number of stakeholders. Throughout the planning process the team will continue to work with these stakeholders and those listed in Section 5.2. The discussions thus far have focused around built form, the Church community, and development in the area. The project team hopes to continue these conversations to ensure that this proposal has listened to the voices of the multiple stakeholders who will take an interest in this project.

On July 3, 2019 the applicant met with City Planning Staff for their Pre-Application Consultation (PAC) meeting. Below details who was there and what was discussed:

**Attendees:** Collecdev, KPMB, Goldberg Group, Archdiocese of Toronto, TCDSB, Toronto Lands Corporation (TDSB), and City of Toronto:

- Community Planning
- Forestry
- Parks
- Heritage
- Transportation Services
- Transportation Planning
- Engineering and Construction

#### Key Considerations moving forward

- School capacity
- Built form
- Traffic
- Construction
- Public consultation
- Heritage considerations



# 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**



**Future of St. Monica's Roman Catholic Church**



**Design & Built Form**



**Public Transit Capacity, Parking & Traffic**



**Public Realm Improvements**



**Engagement Process & Opportunities**



**Development Process & Estimated Timeline**

## 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 project team 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 project team will endeavour to achieve some or all of the engagement methods identified below. Throughout these processes the project team will ensure that the development and use of engagement materials are accessible to all populations.

As mentioned in Section 5.2, the following engagement methods have taken into consideration ways of involving a) the broader public and b) specific stakeholder groups:



**Project Website & Surveys**



**Targeted Stakeholder Meetings & Community Working Group**



**Student Engagement**



**Open House**



**City-Led Community Consultation Meeting**

## Website & Surveys

### Description & Purpose

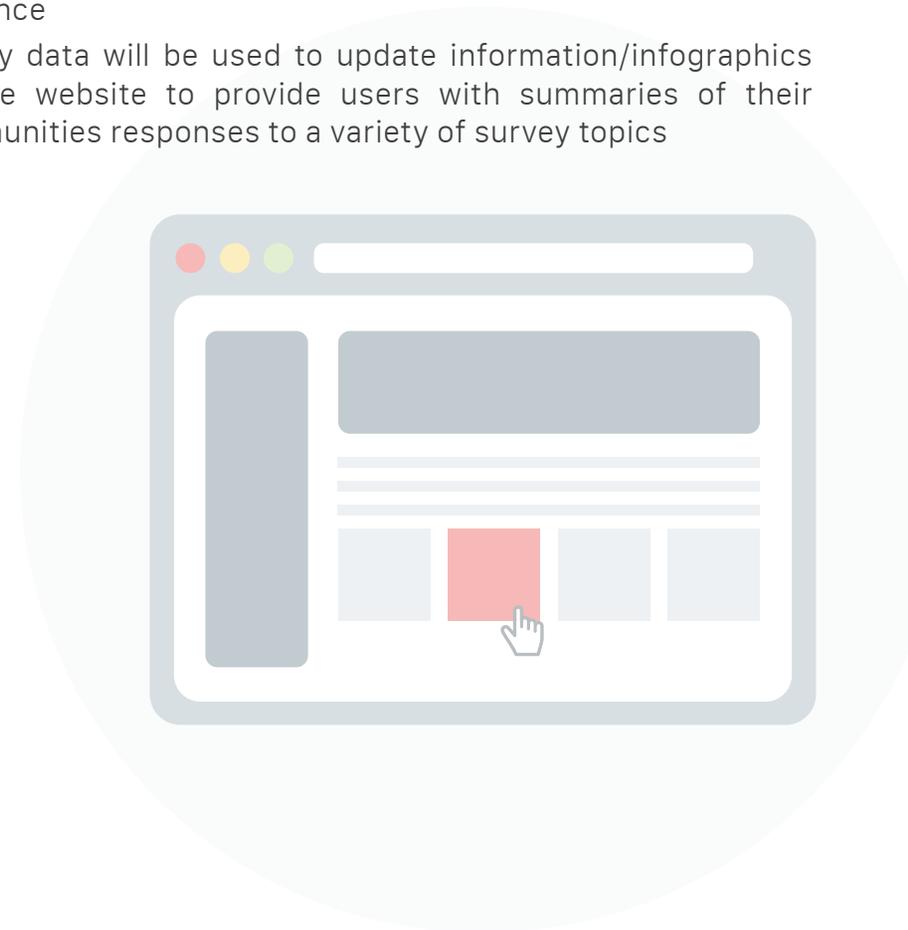
- A website for the project will serve as a central information hub
- The purpose of the website will be to inform residents, stakeholders, and interested members of the public. It will also provide the opportunity to:
  - Learn more about the project and project status
  - Review new and updated plans and reports
  - Be informed about any upcoming meetings
  - Ask questions and provide input
  - Survey interested members of the community
- The intention is to launch the website in a timely manner after the formal submission of the development application
- The purpose of the surveys imbedded in the website will be to gauge sentiments of the community around a variety of topics

### Additional Information

- The website will continuously be updated throughout the process
- We would seek to work with area residents' associations, neighbourhood representatives and/or the Councillor's office for their assistance in notifying community members about the website's launch (for example, including the website's address in an e-newsletter)
- The website's address/link will be included on all subsequent communications materials (e.g. presentations at community meetings)
- The website will serve as a consistent and ongoing tool to keep the community informed, and will be a key information source in between in-person engagement sessions

### Documentation & Collection of Feedback

- Member of the project team will catalogue comments and responses from a feedback form on the website
- These comments will be included as part of the feedback received from all components of the engagement process
- Questions received through the website 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" page of the website will be updated to provide a response to a broader audience
- Survey data will be used to update information/infographics on the website to provide users with summaries of their communities responses to a variety of survey topics



## Targeted Stakeholder Meetings

### Description & Purpose

- These meetings may take the form of one-on-one and/or small group discussions
- Allow for more tailored conversations, better opportunities for feedback and discussion of specific issues
- Collaborate with key stakeholder groups, including their designated representatives, for further communication, consultation, and feedback

### Additional Information

- These stakeholder meetings may include meetings with any of the groups listed in Section 5.2 (such as any of the area residents' associations)
- This may also include meetings with groups not listed, but who convey a strong interest in being involved in the process
- The project team will work closely with each stakeholder group to establish the most productive and constructive meeting formats for all parties
- The process and criteria for working together will be established at the first meeting

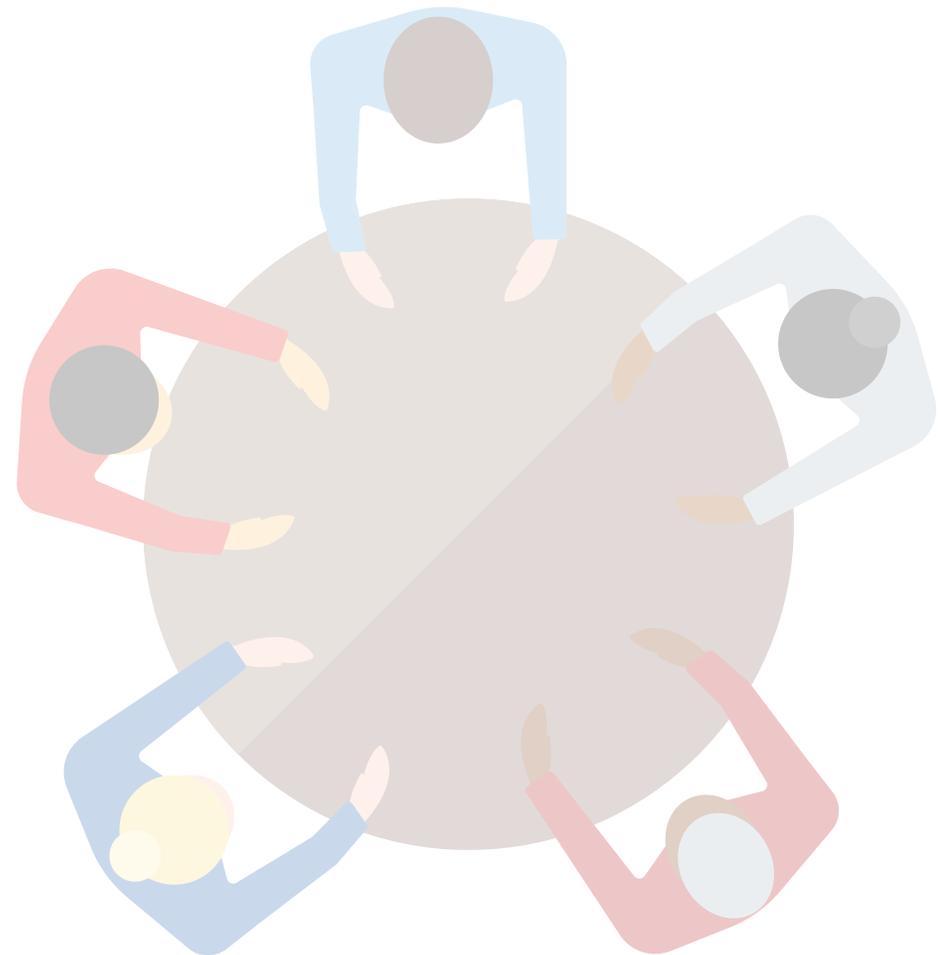
### Documentation & Collection of Feedback

- A member of the project team will take detailed notes
- A member of project team will have a sign-in sheet available, as part of the record of the meeting

## Community Working Group

### Description & Purpose

- There is a potential to form a Community Working Group based on the large number of residents' associations in the area, as well as other interested stakeholders
- A first step for creating a working group would be to reach out to a number of stakeholders to gauge interest in setting up this format of consultation
- It would follow a similar format and documentation as the Targeted Stakeholder Meetings



## Student Engagement

### Description & Purpose

- Depending on the availability and interest of the schools located in close proximity to the subject site (e.g. St. Monica Catholic Elementary School, North Toronto Collegiate Institute, and John Fisher Public School), the project team would like to explore the opportunity to solicit feedback and input from community members who should be helping shape the future of this area
- The first approach could be to reach out to teachers and the principal to understand how learning about this development application and the planning process in general could fit into curriculum and support their community development
- Interactive sessions inside the classroom could include:
  - Interactive mapping
  - Lessons focused on the planning and development process
  - Activities focused on the planning and development process
- Potential for high school representatives on project community working group

### Additional Information

- This engagement platform was chosen due to the site's proximity and relationship with the adjacent elementary school as well as the secondary school across the street
- Younger audiences are often missing from the planning process and often provide a different perspective on development

### Documentation & Collection of Feedback

- Depending on which methods are chosen, the project team will document and summarize the information collected to be posted on the project website
- If high school representatives are chosen to be a part of the working group their feedback will be documented as part of the working group



## Open House

### Description & Purpose

- The purpose of the open house is to provide an opportunity for the community to learn and ask questions about the proposed development
- It will give the opportunity for all of the project team to engage with attendees to gauge interest and understand the interests of the community
- There will be opportunities to provide written feedback

### Additional Information

- There will be a sign-in sheet available, which will include an option to opt-in for future contact
- This engagement method will rely heavily on visual tools to show the community what the proposed development could look like and feature
- The drop-in format allows more flexibility for interested parties to participate

### Documentation & Collection of Feedback

- As the main purpose of this engagement method is to inform the community about the happenings of the project, the project team, will engage attendees throughout the event
- After the completion of the open house, all members of the team who participated will partake in a debrief where sentiments of attendees are shared
- The project team will synthesize and analyze the feedback received



## City-led Community Consultation Meeting

### Description & Purpose

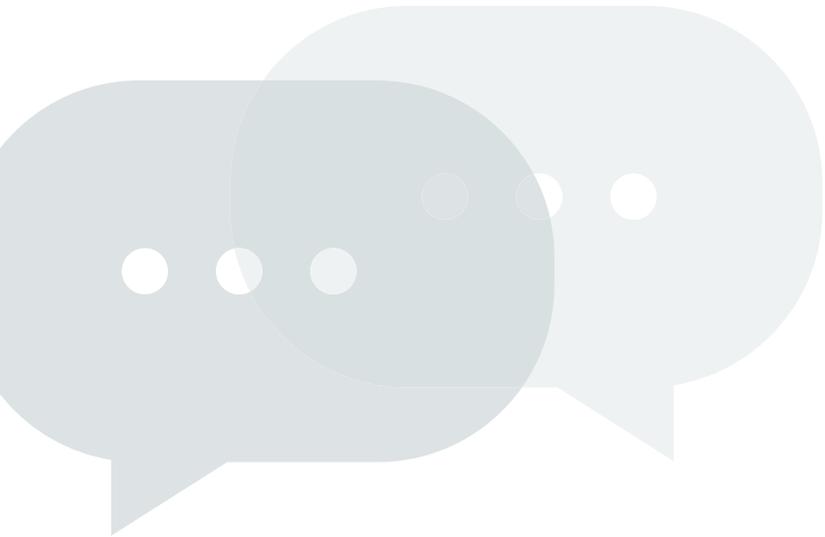
- The purpose of the City-led public meeting is to provide all interested persons the opportunity to give feedback and ask questions
- The project team will proactively consult with City Staff on how we can best support the organization and facilitation of the City-led community consultation meeting

### Additional Information

- In consultation with City Staff, the project team will explore various mediums and innovative processes to encourage participation by all segments of the population

### Documentation & Collection of Feedback

- Members of the project team will take detailed notes



## 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 and necessary department/agencies will be notified 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 North York Civic Centre;
- 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) – see above regarding the Project team's anticipated involvement/efforts
- A Statutory Public Meeting at North York Community Council (date to be determined)

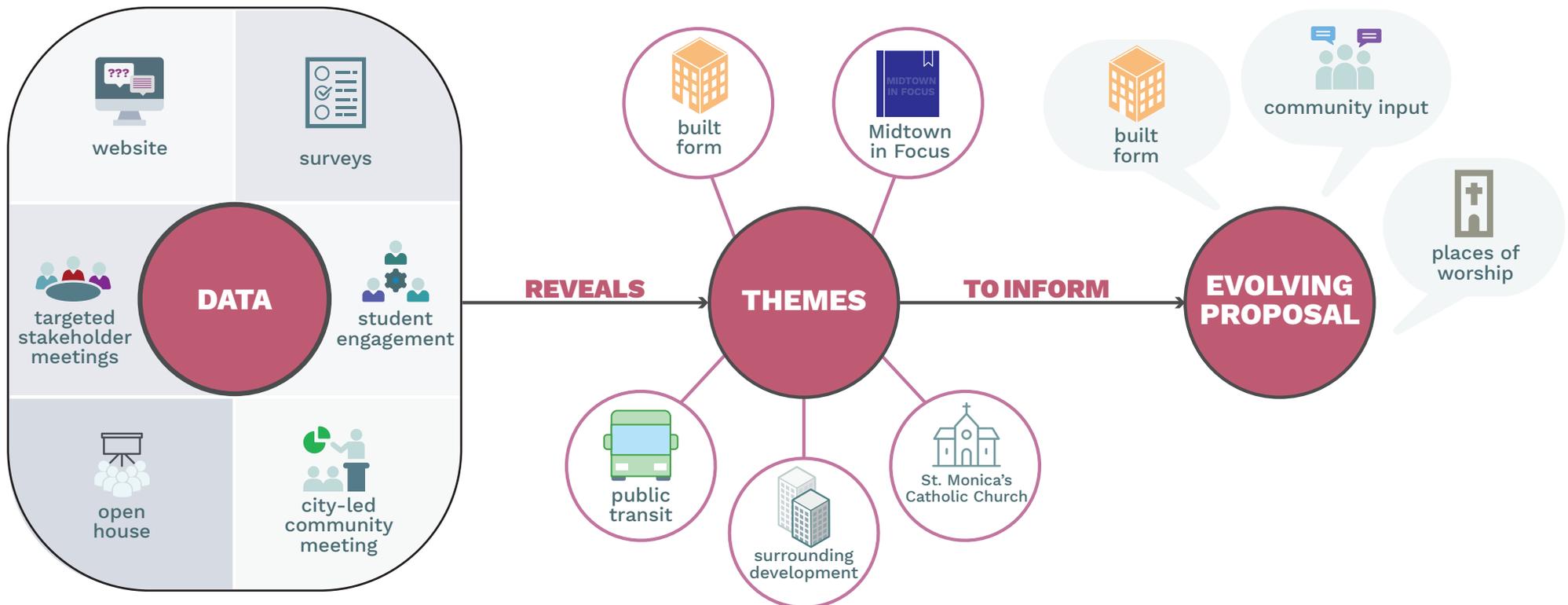
# 9.0 HOW WILL WE SHARE FEEDBACK?

## 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 project website, community open house, stakeholder meetings, youth engagement, and any city-led consultations, will be synthesized and analyzed to **reveal** recurring **themes and patterns**. Those themes and patterns will **inform the proposal**

**throughout** the application process. The below figure describes this feedback evaluation process. The themes below are examples of potential topics that could arise for a high-rise development in this area but are not meant to represent the actual interests of the community at this time. The community's ideas and questions will be collected throughout future engagement opportunities, which will be reflected in the evolution of this graphic.



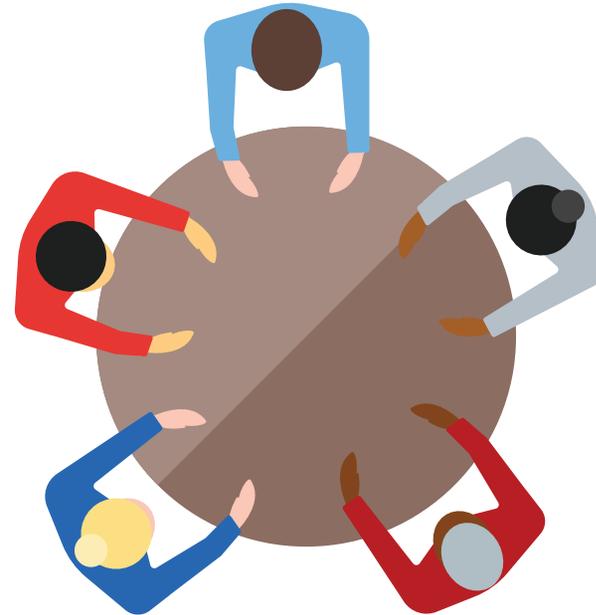
## Reporting Back

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



### Website

The intention is to post announcements and updates on the website.



### In-person Meeting Updates

At the beginning of each subsequent public or stakeholder group meeting, a member of the project team will aim to provide an update on what feedback was received.

## 10.0 CONCLUSION

The project team 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 project team is committed to engaging with the community throughout the duration of the development process, 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 can align with the interests of community members.

# APPENDIX A

## Demographic Snapshot of Mount Pleasant West in comparison to the City of Toronto

Socio-Economic Indicator	Mount Pleasant West	City of Toronto
<b>Age</b>	0 to 14 years: 8% 15 to 24 years: 9% 25 to 39 years: 38% 40 to 54 years: 20% 55 to 65 years: 10% 65+ years: 13%	0 to 14 years: 15% 15 to 24 years: 12% 25 to 39 years: 24% 40-54 years: 21% 55 to 65 years: 12% 65+ years: 16%
<b>Sex</b>	Female: 55% Male: 45%	Female: 52% Male: 48%
<b>Educational Attainment</b>	No Certificate, diploma or degree: 3% High School: 13% Apprenticeship or Trades: 2% College, CEGEP, other: 16% University Certificate or diploma below bachelor level: 3% Bachelor's degree: 39% University above bachelor level: 24%	No Certificate, diploma or degree: 10% High School: 20% Apprenticeship or Trades: 4% College, CEGEP, other: 18% University Certificate or diploma below bachelor level: 3% Bachelor's degree: 28% University above bachelor level: 16%
<b>Median Household Income</b>	\$61,839	\$65,829

# APPENDIX A

## Demographic Data Continued

Socio-Economic Indicator	Mount Pleasant West	City of Toronto
<b>Home Language</b>	English: 81% Non-Official: 18% French: 1%	English: 71% Non-Official: 29% French: <1%
<b>Household Size</b>	1 person: 55% 2 people: 31% 3 people: 9% 4 people: 4% 5+ people: 1%	1 person: 32% 2 people: 30% 3 people: 16% 4 people: 13% 5+ people: 9%
<b>Housing Structure Type</b>	Single-Detached House: 3% Semi-Detached House: 1% Row House: 1% Duplex: 1% Apartment, < 5 storeys: 10% Apartment, 5+ storeys: 85%	Single-Detached House: 24% Semi-Detached House: 6% Row House: 6% Duplex: 4% Apartment, < 5 storeys: 15% Apartment, 5+ storeys: 44%
<b>Housing Tenure</b>	Rent: 75% Own: 25%	Rent: 47% Own: 53%
<b>Visible Minority</b>	34%	51%

