

An aerial photograph of a city street intersection. The street runs vertically through the center, with cars visible. To the left of the street, there are several multi-story buildings, including a prominent one with a flat roof and a smaller one with a green roof. To the right, there are more buildings, including a tall, modern one with a curved facade. The surrounding area is filled with trees, many of which have yellow and orange autumn foliage. In the bottom left corner, there is a green field with some trees and a small building.

PUBLIC CONSULTATION PLAN

1, 11 and 13 St. Clair Avenue West

December 2021

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INC.



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1.0

INTRODUCTION

This Public Consultation Strategy has been prepared by Urban Strategies Inc. in support of a rezoning application for 1, 11 and 13 St. Clair Avenue West (the “Subject Site”), to permit the “Proposed Development” of the Subject Site.

Midtown-Yonge Properties Inc. (the “applicant”) is proposing to build a 49-storey mixed-use building, incorporating the existing office building that is on the Site today. The existing office uses will be expanded west incorporating 11 and 13 St. Clair Avenue West, which today contain low-rise retail. The office building is 12-storeys, with the addition of 3-storeys of amenities and a residential tower above. The proposed building is 165.6m high in height, including the mechanical penthouse.

The Proposed Development contains 340 units and includes a range of unit sizes from one-bedrooms to three-bedrooms. 30% of the units will be two-bedrooms and three-bedrooms.

2.0

PURPOSE OF CONSULTATION

The purpose of the consultation process is to engage the surrounding community and advance common objectives in the redevelopment of the Subject Site. The desired outcome is to establish valuable partnerships with local community members, nearby landowners, and stakeholders, ensuring their involvement and opportunities to provide feedback on the project.

The proposed consultation strategy will provide opportunities to introduce the Proposed Development, foster a dialogue, identify issues, and solicit feedback on the Proposed Development and its relationship to the surrounding context.

This report should be understood as a “living document” that will be updated and revised in collaboration with City of Toronto planning staff in order to maintain relevance throughout the entire application and approvals process.

3.0

KEY MESSAGES

Maintains the Existing Office Building

The Proposed Development will retain, and improve, the existing 12-storey office built on the site, and will introduce 34 floors of residential and 3 floors of amenity space.

Introduces a Range of Housing Options

The Proposed Development will provide 340 new housing units adjacent to transit. The proposal includes a diversity of unit sizes.

Optimizes a Site Adjacent to Transit Infrastructure

The Proposed Development will optimize the use of a site in midtown Toronto with a holistic infill development that makes better use of land, infrastructure, and public service facilities. The Proposed Development will contribute to a more compact and complete community that supports the existing and future residents of the neighbourhood.

Fulfills City Planning Objectives

The Proposed Development aligns with the objectives in the Yonge-St. Clair Planning Framework, identifying the Yonge-St. Clair intersection as the height peak. The Proposed Development improves the public realm, by expanding the sidewalks with a width of 6m minimum.

4.0

DESIRED OUTCOMES

The goals of the Public Consultation Strategy are to:

- Introduce the Proposed Development to the surrounding community;
- Incorporate community feedback wherever possible and appropriate, to achieve city building, placemaking and neighbourhood cohesion;
- Clearly convey goals and objectives for each element of the consultation process using accessible language and ensure that stakeholders and members of the public understand how they can participate, as well as how their input will be incorporated into the overall project;
- Demonstrate the benefits of the Proposed Development and its relationship to the public realm, the surrounding neighbourhood, and the larger city;
- Continue to strengthen relationships with local landowners and stakeholders;
- Maintain a positive and collaborative dialogue with City staff;
- Secure support for the Proposed Development from stakeholders and members of the community;
- Identify areas of concern; and
- Maintain communication with the community about the various stages of the development application process.

Working with these goals, the applicant hopes to achieve the following outcomes by the end of the public consultation period:

- The surrounding neighbourhood and key stakeholder groups feel that they are sufficiently informed and consulted;
- The consultation methods used throughout the process were useful and enabled all interested parties to learn about the proposed development and share their thoughts;
- The consultation process was clear and easy to navigate, and all engaged parties understood the outcomes of the process, and how their feedback was incorporated; and,
- The surrounding neighbourhood, and key stakeholder groups consider the Proposed Development as a positive change to the area and are supportive of the Proposal.

5.0

AREAS OF IMPACT AND SCOPE OF CONSULTATION

The Subject Site is located on the southwest corner of Yonge Street and St. Clair Avenue. The surrounding area is characterized by office and retail uses clustered around the Yonge and St. Clair intersection surrounded by apartment neighbourhoods. Low-rise neighbourhoods, parks and open spaces and the Yellow Creek Ravine extend beyond the higher density development at the transit node.

In order to determine the geographic impact and scope of the consultation needed, the following direct and indirect impacts were considered:

Direct Impacts:

- Residents living in the surroundings buildings adjacent to the Site, will experience impacts towards their views and experience some net new shadowing;
- Tenants of the existing office/retail buildings will be relocated during construction, such as noise and dust, which will be mitigated to the extent possible through a construction management plan.

Indirect Impacts:

- The Proposed Development will increase the density within this area, contributing to the optimization of land in proximity to an array of transit, services and land uses;
- The Proposed Development will increase housing supply and provide a variety of tenure types, unit sizes and configurations;
- The Proposed Development will enhance the existing office uses, providing more high quality office space.
- The Proposed Development will enhance the public realm with expanded sidewalks.

6.0

COMMUNICATION & CONSULTATION STRATEGY

The proposed consultation strategy focuses on providing opportunities for the City, the public and additional stakeholders to exchange ideas, explore opportunities, voice concerns, and understand how the Proposed Development will provide local benefits.

There will be an opportunity for the public to exchange ideas, explore opportunities, voice concerns and understand in great detail the benefits of the proposal. A variety of engagement techniques will be used to generate discussion amongst a variety of audiences during different stages of the consultation process.

Consultation To-Date

Engagement with City of Toronto Staff

The Project Team met with Planning and Urban Design staff on November 9th, 2021 to discuss the development concept and submission materials.

Future Consultation

Project Website

The applicant has developed a website for community interaction that includes information about the Project Team, the Proposed Development, and project updates. Users can contact the Project Team with comments and questions. You may reach the website at www.1stclairavewest.com.

Working meetings with City Staff

The Project Team will hold meetings with City staff from several departments at critical points throughout the project's duration. These working meetings will focus on more detailed components of the Proposed Development as the project progresses, such as site servicing, transportation infrastructure, and public realm concerns.

Community Consultation Session (Applicant Led)

In the following months, an applicant-led preliminary community consultation session will be organized to discuss the Proposed Development and the approvals procedure. This community consultation session will feature a presentation, online or in-person, as COVID-19 restrictions permit, and will provide an opportunity for members of the public to interact with the Project Team and offer their perspectives on the Proposed Development. To collect public comments and contact information, response forms may be employed. The community consultation session will be advertised via social media, invitations will be distributed through the Councillor's office and the Deer Park Residents Association, and a Canada Post mailer will be sent to residents living near the Site.

Ward Councillor

The Project Team is willing to meet with the Councillor Matlow throughout the development approvals process, as desired.

Adjacent Landowners

Throughout the development approvals process, the Project Team will consult with neighbouring landowners to identify any concerns.

Business Groups

The Project Team will identify and engage business organizations in the area as needed during the development approvals process, in order to understand their issues, based on feedback from City staff.

Local Residents' Associations

Consultation with the Deer Park Residents Group will be critical to ensuring that the group has an opportunity to provide input and communicate project information with its members and to the Project Team. The Project Team will work with the Residents Group as needed in response to comments from the associations and City staff.

7.0

EVALUATION

Feedback and Next Steps

The applicant and the Project Team intend to ensure the feedback loop is completed for all interested consultation participants. Comments and concerns captured during the engagement process will be considered with the goal of balancing planning principles, site programming requirements, operational efficiencies and functions of the Proposed Development. All comments received by the applicant will be monitored, reviewed and tracked. Feedback provided to the Project Team will be processed with the following action steps:

Categorization: Comments and questions received, whether verbal or written, will be organized according to: topic, date, stakeholder type, and whether a specific report-back has been requested.

Analysis: The feedback will be reviewed to identify key themes, opportunities or gaps. In particular, the analysis will suggest the most salient issues for different stakeholder types and how the team can best address them.

Project Team Dissemination: The comments will be distributed to the Project Team, with questions and comments most pertinent to specific consultants highlighted for review and response.

Actions: The Project Team will develop a list of actions that should be taken in response to the feedback. In some cases, the response may be a design change, while in other cases the response may be a written explanation of why the feedback cannot be incorporated as requested.

Evaluation and Feedback: This consultation strategy will be updated throughout the course of the project to track feedback and ensure that the Proposed Development responds to key

issues appropriately to garner further support and contribute to consensus building.

The applicant will continue to work with City staff to tailor this Public Consultation Strategy through the approval process. Further discussions with City staff will be required to confirm, timing, logistics, roles and anticipated outcomes of all engagement activities.

