



BOUSFIELDS INC.

PLANNING | DESIGN | ENGAGEMENT

Public Consultation Strategy Report

26-38 Hounslow Avenue

City of Toronto

Prepared For
Hounslow Holdings Inc.

October 2023



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Introduction

This Public Consultation Strategy Report has been prepared on behalf of Hounslow Holdings Inc. ('The Applicant') in support of their Official Plan Amendment and Zoning By-law Amendment application to the City of Toronto for the addresses municipally known as **26, 28, 36, and 38 Hounslow Avenue** ('The Site' or 'Subject Site'). At this time, the Site is occupied by four vacant low-rise residential buildings ranging in height from 1- to 2-storeys.

The Applicant is proposing to redevelop the existing Site into a new 24-storey residential building. Their vision is to add complementary uses to the neighbourhood and enhance the Site; provide significant improvements to both the landscaping and public realm; while increasing the range of housing options in the area.

Throughout the course of the development application process, the Applicant is prepared to work with the Councillor, City Staff, nearby residents, interest groups, and the Project Team to support the community engagement process for this proposed development.

Goals & Outcomes

The Applicant aims to achieve the following goals and outcomes from their community engagement.



GOAL

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



OUTCOME

The public and interest 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 accessible, and useful, allowing a range of people to learn about the project, ask questions, and provide commentary



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



GOAL

Understand community dynamics to ensure a well-informed consultation process is implemented, given the large number of stakeholders in the area



OUTCOME

All stakeholders in the process felt adequately engaged

Current Site & Context

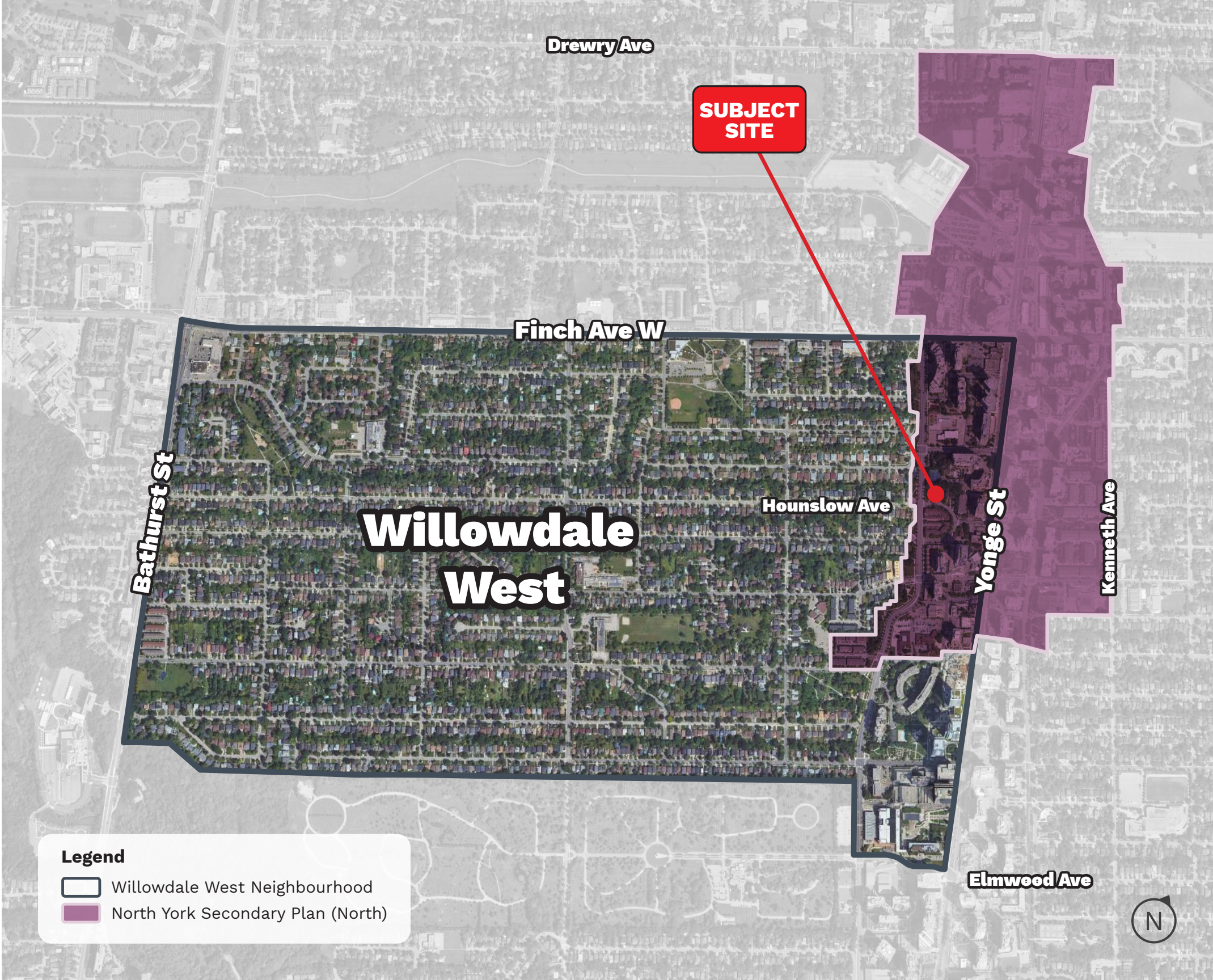
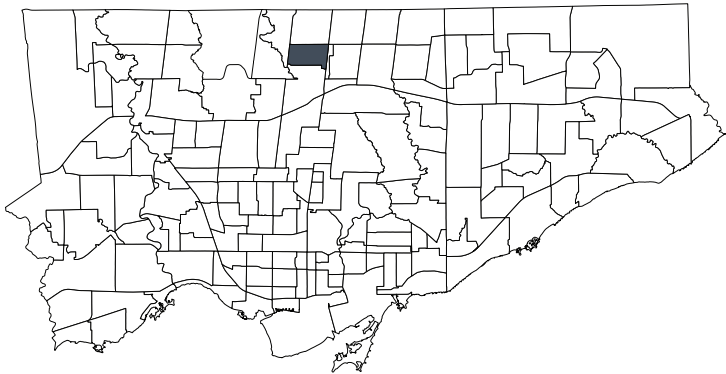
The Site

Located within the Willowdale West neighbourhood, in North York, the Subject Site is comprised of four lots on the north side of the street. They are municipally known as **26, 28, 36, & 38 Hounslow Avenue**. 40 Hounslow Avenue is not part of the Subject Site.





The Neighbourhood

According to the City of Toronto’s 2022 Neighbourhood Profiles, the Site is located in the **Willowdale West** neighbourhood. The neighbourhood is made up of a diverse mix of high- and low-rise buildings that is consistent with the broader Yonge-North York area. The neighbourhood is also part of the broader **North York Secondary Plan (North)**, which directs the built-form and types of uses that are permitted within its boundaries.

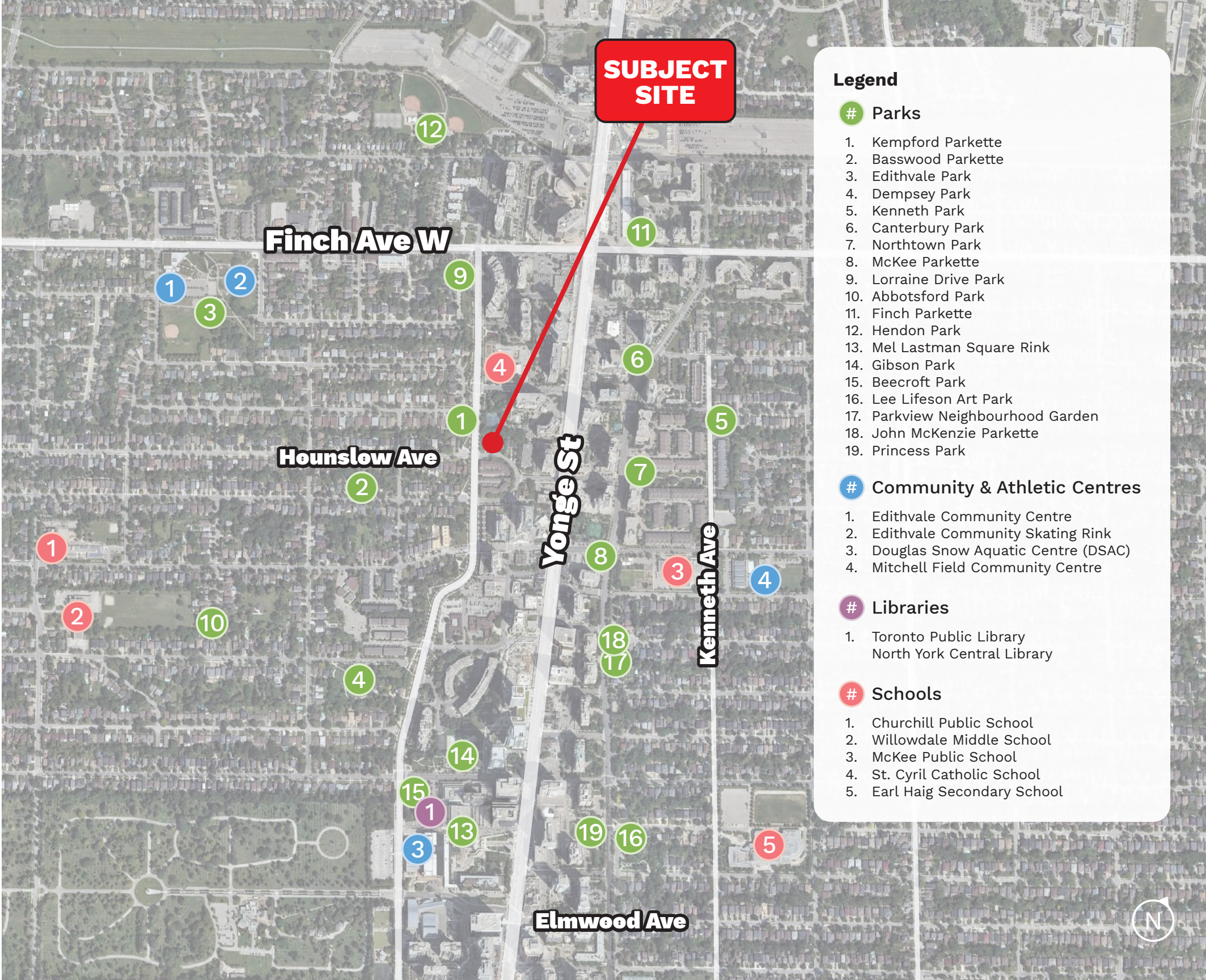


Legend

-  Willowdale West Neighbourhood
-  North York Secondary Plan (North)

Public Amenities

The Site is located along the eastern edge of the Willowdale-West neighbourhood, with good access to public spaces and amenities such as parks, recreation centres, schools, and libraries. The map on this page shows all the publically accessible facilities within a 15-minute walk from the Site.

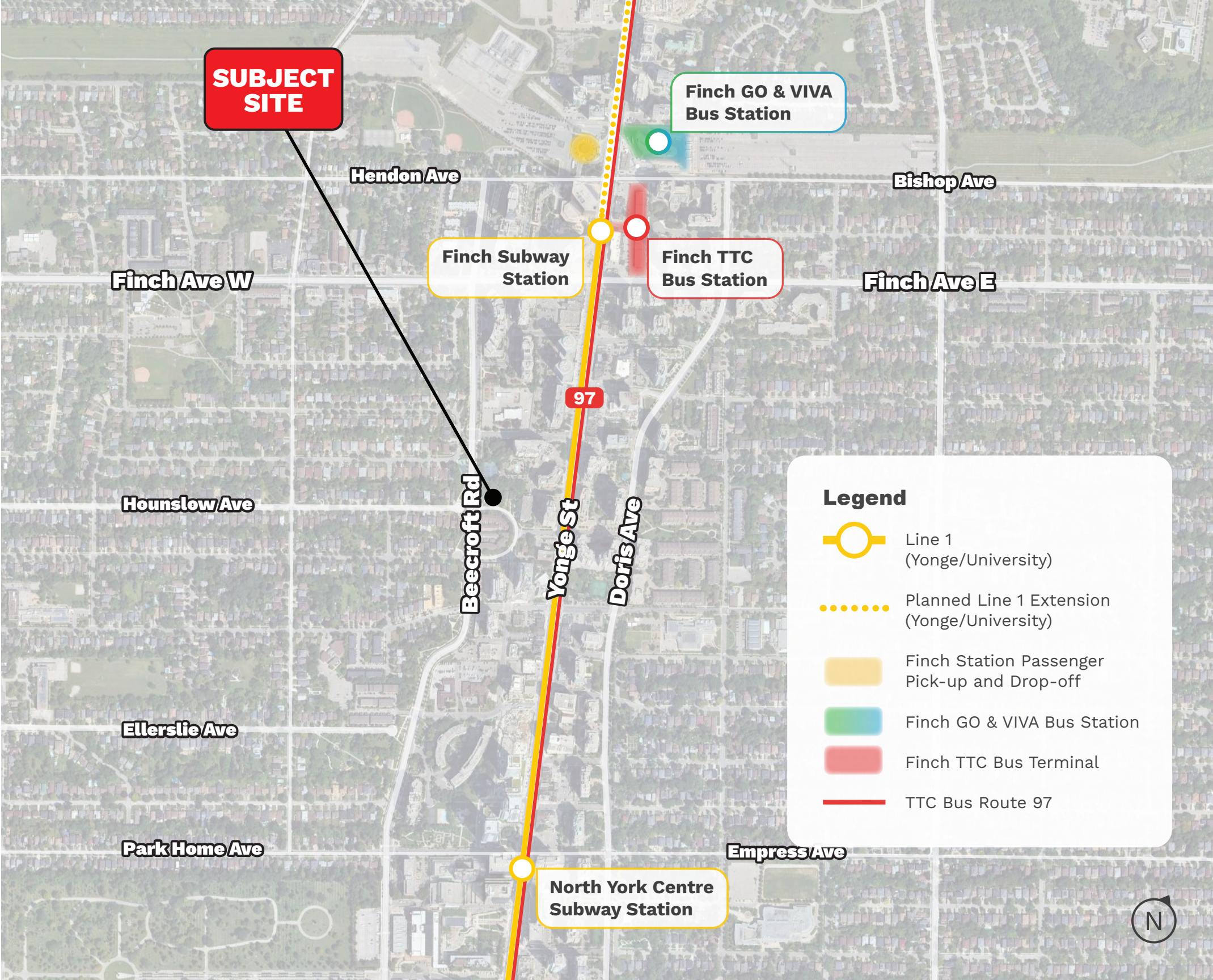


Transportation

The Site has excellent access to a variety of local and regional transit options, including the North York Centre Subway Station and the Finch Subway Station, which are both less than a 10-minute walk from the Site - frequent TTC bus service, Viva bus service (York Region Transit), and GO bus routes. The following routes and lines are easily accessible from the Site:

- Subway Line 1 (North York Centre)
- Subway Line 1 (Finch)
- TTC Bus Route 97 Yonge
- GO Buses (Finch Bus Station)
- Viva Buses (Finch Bus Station)

In the future, the proposed Line 1 extension will allow residents to easily travel to York Region with potentially five new stations extending north from Finch Station into Vaughan, Markham, and Richmond Hill.

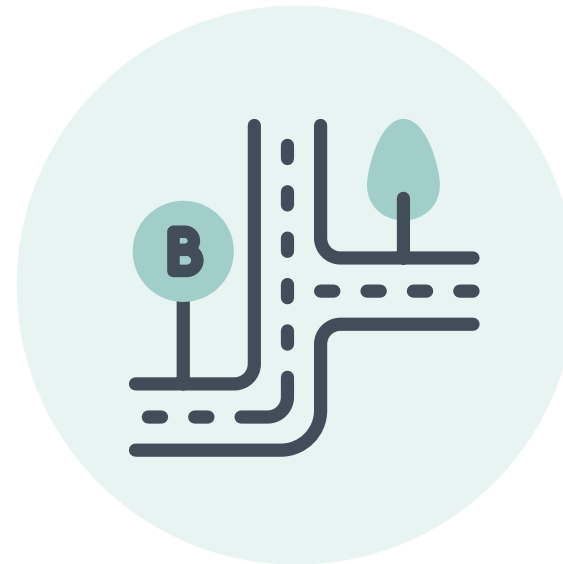


Key Messages

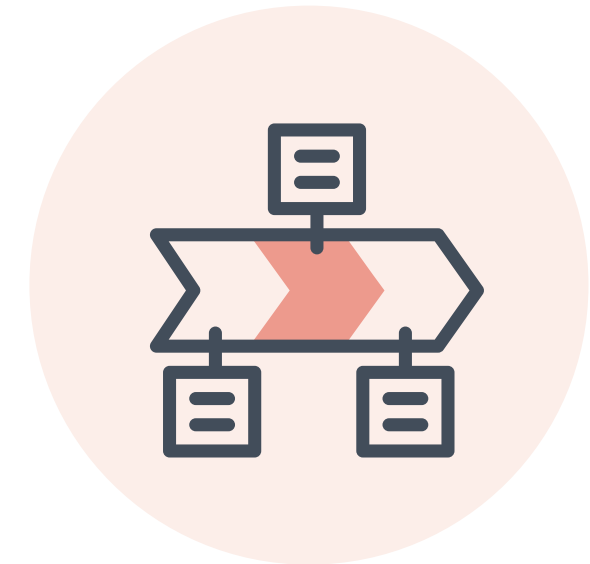
We have developed several key messages to help provide clarity around various components of the proposal. To help break down these components, we have organized the key messages into themes. These messages are meant to address some of the frequently asked questions typically received during the development application review process for projects of similar scope and complexity. This set of messages serves as a living document, which will continue to evolve as the proposal advances through the application process.



New Potential



Connectivity & Transit

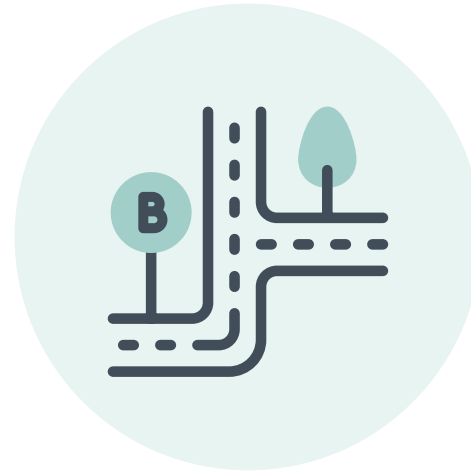


Planning Process



New Potential

- “The existing buildings have been underused for several years. The Site has a lot of development potential given the walkable, transit-accessible area that it is located in.”
- “With a new 24-storey residential building, the Site will be able to provide considerable new housing options for both existing residents looking to move within the area, as well as future residents who might be looking to move into the area.”
- “The proposed building includes a variety of unit sizes, ranging from 1- to 3-Bedroom units. For families, larger format units, 2- (23%) and 3-bedroom units (10%) are proposed, providing more options.”
- “Designed by Studio JCI, a Toronto-based architecture firm, the proposal brings a modern and complementary design that integrates well with the developments in the area.”



Connectivity & Transit

- “The Site is serviced by TTC Subway Line 1 and numerous TTC, Viva, and GO Bus Routes, reducing the need for private vehicles while incentivizing residents to use more public transit.”
- “In the future, the proposed Line 1 extension will allow residents to easily travel to York Region with five potential new stations extending north from Finch Station into Vaughan, Markham, and Richmond Hill.”
- “The neighbourhood has a diverse mix of uses surrounding the Site, with various public amenities located within a short walk, making them easily accessible from the Site.”
- “The pathway to the east will be enhanced with landscaping and public realm improvements that improve pedestrian safety and create a sense of place.”
- “The proposal will bring more activity to Hounslow Avenue, by improving the pedestrian experience around the Site. The nature of the street-level design is focused on a welcoming pedestrian environment for both visitors to, and residents of, the area.”



Planning Process

- “As a Project Team, we are committed to keeping you informed of updates and next steps throughout the application process and endeavour to answer any questions that you might have.”
- “At this point, no changes will be happening to the Site, and the buildings will remain as-is until the necessary approvals have been granted by the City of Toronto.”

Proposal Highlights



24-storey
Residential Building



611 m²
Indoor Amenity Space



739 m²
Outdoor Amenity Space



305 units
Total Residential Units



204 (67%)
1-Bedroom Units



71 (23%)
2-Bedroom Units



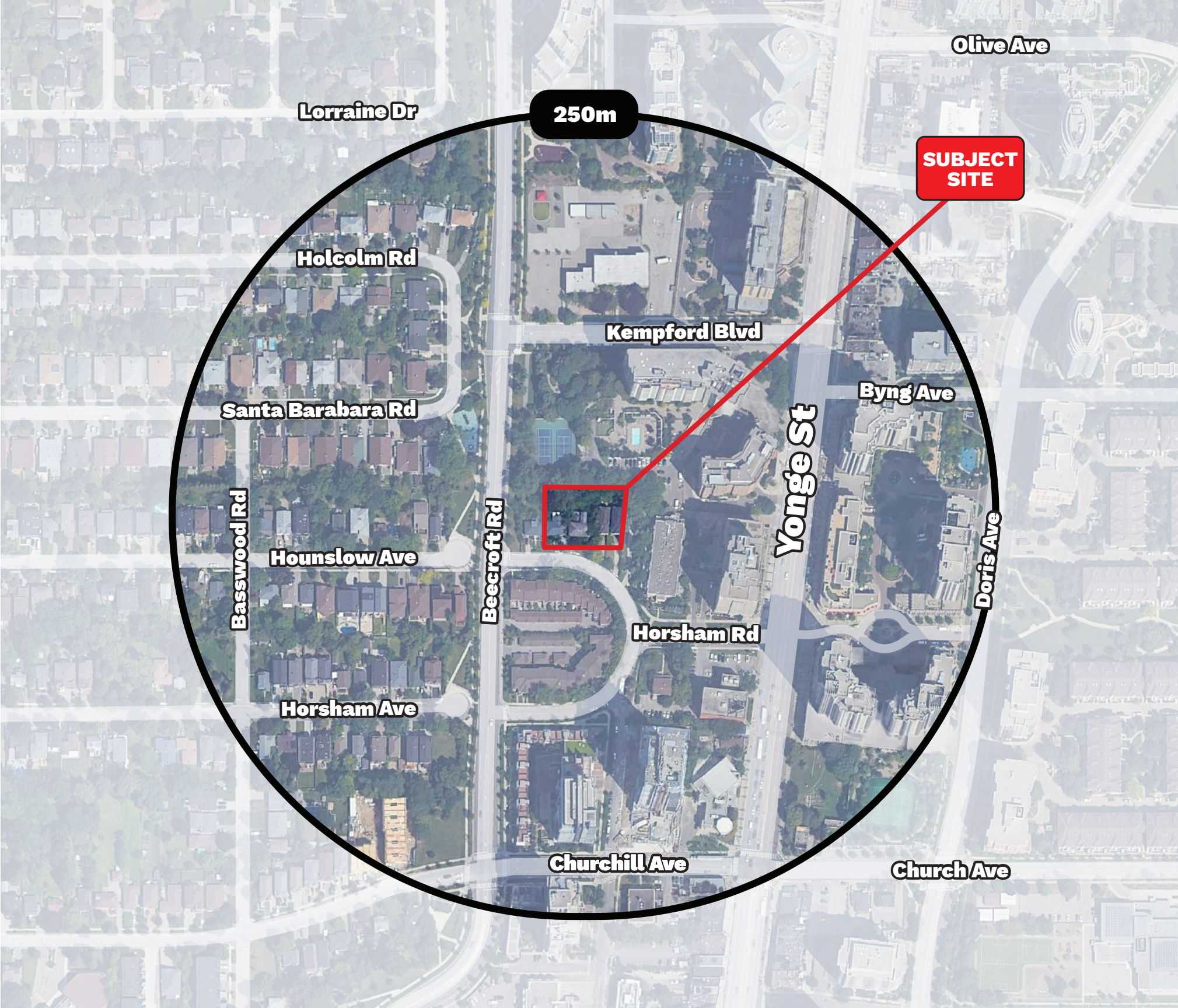
30 (10%)
3-Bedroom Units



Scope of Consultation

Area of Impact

The Applicant has identified the proposal’s geographic area of impact as a **250-metre** radius around the Subject Site, which exceeds the minimum notification area as prescribed by the *Planning Act*. The area of impact captures the populations who would be directly and indirectly affected by the proposal, including adjacent neighbours and businesses. The radius of the scope of consultation may be adjusted based on discussions with the Councillor’s Office and City Staff.



Audience

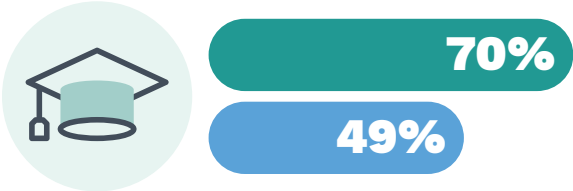
The audience for this consultation process has been developed based on our understanding of the Site, its immediate surroundings and the Willowdale West neighbourhood demographics, to shape the overall consultation process. This information helps ensure the project team understands who is living in the neighbourhood, and informs the overall engagement approach.

Demographics

In the following section, we highlight some of the key demographic trends in **Aggregated Dissemination Area (ADA) 35200329** (‘the local area’), compared to the **City of Toronto**. All data is distilled from the 2021 census. The data for both the ADA and the City of Toronto is accompanied with the percent or value change since the 2016 census. This information is important in informing our key messages and what engagement strategies we would recommend. A more comprehensive demographic table of the 2021 census is available in **Appendix A**.

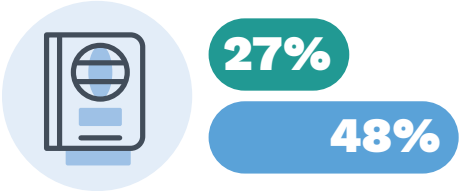


Educational Attainment



70% (a 5% increase from 2016) of working age residents (25-64 years old) in the local area have a bachelor’s degree or higher compared to the City average of **49%** (which also increased by 5% from 2016).

Place of Birth



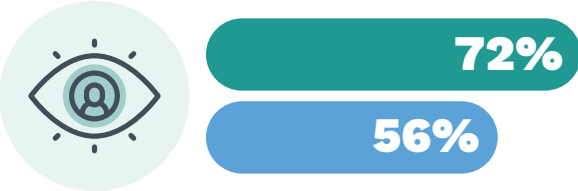
Only **27%** (no change since 2016) of residents were born in Canada, with **China, Iran, and South Korea** being the top three places of birth. The City average is at **48%** (a 2% decrease since 2016) for residents born in Canada with **Philippines, China, and India** being the top three places of birth, City-wide.

Median Household Income



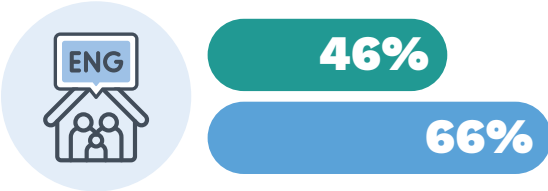
The median household income in the local area is notably lower at **\$68,500** (a \$17,000 increase from 2016) compared to the City median of **\$84,000** (an \$18,000 increase from 2016).

Visible Minority Population



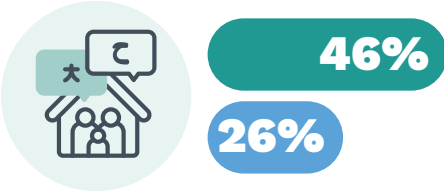
72% (a 3% increase since 2016) of the residents in the local area are visible minorities, compared to the City average of **56%** (a 4% increase since 2016).

English Language Spoken at Home



Only **46%** (a 2% increase from 2016) of the local residents speak English at home compared to the City average of **66%** (a 2% increase from 2016).

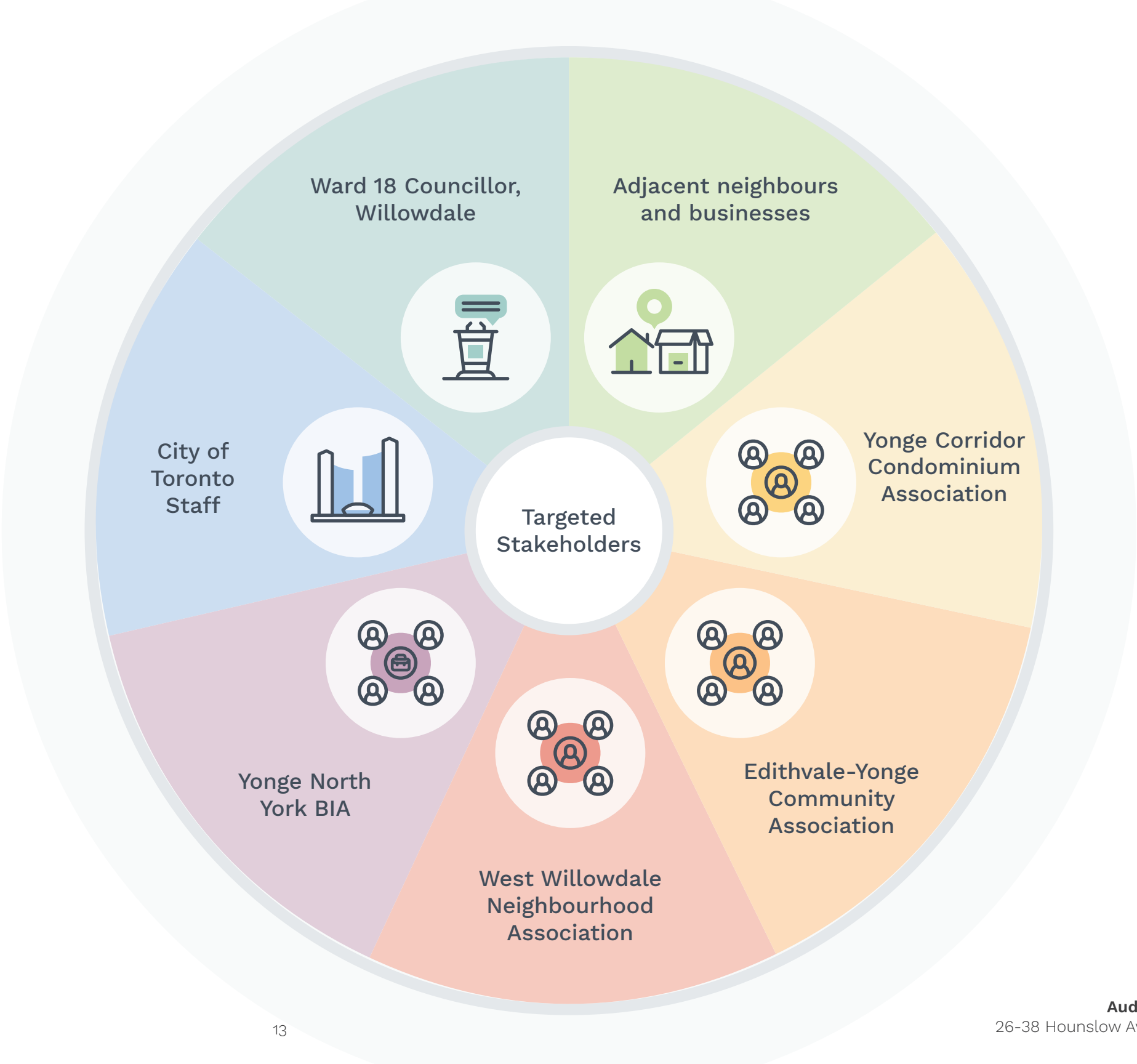
Non-English Language Spoken at Home



46% (no change since 2016) speak a non-official language at home in contrast to the City which is **26%** (no change since 2016). The top three languages spoken at home are **Mandarin, Korean, and Iranian Persian**.

Interest Groups

In addition to the broader public and Willowdale-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.



List of Matters to be Addressed

The following list outlines the various topics that may be brought forward for discussion and consultation related to the proposal. This list has evolved as the formal consultation process started prior to the application submission.



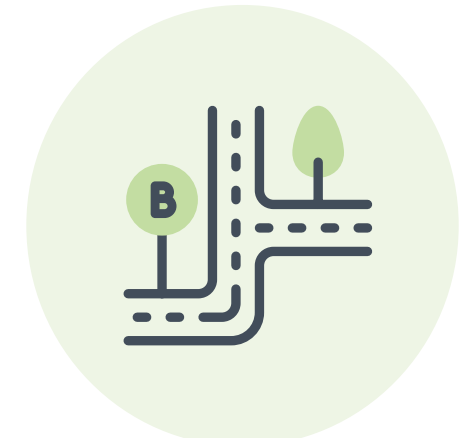
Proposal Details

- Site Context
- Project Description
- Design & Built Form
- Residential & Non-Residential Uses



Application Process

- Development Application Process
- Estimated Timelines
- Engagement Process & Opportunities



Connectivity & Public Realm

- Public Realm Improvements
- Transportation, Traffic & Parking

Communication & Consultation Strategy

Tools Methods & Techniques

The consultation tools and tactics listed here are meant to provide a number of options for stakeholders and members of the public to stay informed and get involved. The Applicant will endeavour to support City Staff and the Councillor’s Office in the implementation of the City-initiated egagement approach. The engagement tools have been organized into either Applicant- or City-led engagement approaches.

Applicant-led Consultation Methods



Dedicated Project Email & Website



Neighbour Communications



Meetings with Organized Groups

City-led Consultation Methods



Notice Sign



Community Consultation Meeting



Statutory Public Meeting

Applicant-led Consultation Methods



Dedicated Project Email & Website

What?

A dedicated project website will help serve as a central source for consistent messaging, updated information, and feedback collection for community members. Building off of the website, a project email will create a dedicated and direct channel for the public to directly engage with a member of the project team for project-related inquiries.

- **Project Website:** www.26Hounslow.ca
- **Project Email:** info@26Hounslow.ca

Who?

- Open to anyone in the public who is interested in learning more about the project



Neighbour Communications

What?

Introducing the project to the neighbours, providing them with additional channels and opportunities to ask questions and voice their comments to the Project Team. This includes two key approaches, sending an introductory postcard that directs residents to the project website and email. Second, providing communication in the form of letters with regular updates and information about upcoming opportunities for consultation and additional avenues to provide input.

Who?

- Neighbours within an approximate 250m radius from the Site's boundaries



Meetings with Organized Groups

What?

An opportunity to collaborate with key interested parties in small group meetings (as needed) for more pointed communication, consultation, and feedback. Through these discussions, the Project Team can get more detailed feedback that can be incorporated into potential revisions to the proposal.

Who?

- Ward 18 Councillor, Willowdale
- Adjacent neighbours and businesses
- Yonge Corridor Condominium Association
- Edithvale-Yonge Community Association
- West Willowdale Neighbourhood Association
- Yonge North York BIA

City of Toronto Consultation Methods



Notice Sign

What?

A development 'Notice' sign will be posted shortly after the application has been submitted and the City has deemed it complete. The sign will contain contact information for the City Planner who is assigned to the project. The sign will also include instructions on how to access the submitted application material which is found on the City's Development Application Centre, the link to which can be found here:

- www.toronto.ca/city-government/planning-development/application-information-centre/

Who?

- Available to members of the general public



Community Consultation Meeting

What?

Following the submission, a Community Consultation Meeting (CCM) will be scheduled. Residents that live within 120 metres of the Subject Site will receive a notice from the City detailing information about the CCM. During the meeting, members of the Applicant team will present a summary of the proposal, listen to comments, and answer any questions from members of the public.

Who?

- Open to all members of the public
- Residents within 120 metres of the Site
- Ward 18 Councillor



Statutory Public Meeting

What?

The Statutory Public Meeting will take place at North York Community Council. This meeting will provide the public with another opportunity to share their feedback and commentary on the proposal. Information regarding the Statutory Public Meeting will also be included on the Notice sign and residents living within 120 metres of the Subject Site will receive a mailed letter from the City detailing the meeting location, date, and time.

Who?

- Open to all members of the public
- Residents within 120 metres of the Site

Analyzing Feedback

Evaluating Feedback

Throughout the engagement 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 email, project website, City Planner, Councillor, and conversations with interest groups will inform future iterations of the proposal, when possible.

Reporting Back

After feedback has been analyzed and summarized, a number of tools may be used to report back to the public and various interest groups. This report back could include regular updates to the project website, and communications with members of the public. In addition, at the start of each public or interest group meeting, a member of the project team will endeavour, where appropriate, to provide an update on the proposal and what feedback was received. The Project Team will also work with City Staff to report information related to the consultation process back to the public.



Conclusion

This Public Consultation Strategy Report has been prepared by Bousfields Inc. for Hounslow Holdings Inc. in support of their Official Plan Amendment and Zoning By-law Amendment application at 26-38 Hounslow Avenue, Toronto.

The report describes in detail the purpose of consultation, the key messages, list of matters to be addressed, the audiences for the consultation, the area of impact, and proposed methods of communicating and consulting with interested stakeholders and the public. Given that this report was submitted with the initial planning application, upon request, the Applicant can provide a summary of the public consultation to date. Bousfields and the Applicant welcome the opportunity to discuss the contents of this report with either the Councillor's Office or City Staff in both developing and furthering our engagement approach.

Appendix A: Demographic Profile

Census data has been distilled from the 2021 Statistics Canada Census.

ADA: Aggregated Dissemination Area 35200329

City: City of Toronto

Age	ADA	City
0 to 14 years	9%	14%
15 to 24 years	10%	11%
25 to 64 years	60%	58%
65+ years	22%	17%

Household Income		
Median	\$68,500	\$84,000

Home Language		
English	46%	66%
Non-Official	46%	26%
French	<1%	<1%
Multiple	8%	7%
Top non-English Home Languages:		
Mandarin, Korean, Iranian Persian		
& Mandarin, Cantonese, Tagalog		

Immigration & Minority	ADA	City
Visible Minority Population	72%	56%
Born in Canada	27%	48%
Top places of birth:		
China, Iran, South Korea		
& Philippines, China, India		

Housing Tenure		
Own	55%	52%
Rent	45%	48%

Housing Structure Type		
Single-detached House	8%	23%
Semi-detached	3%	6%
Row House	3%	5%
Duplex	1%	4%
Apartment <5 storeys	1%	14%
Apartment 5+ storeys	84%	47%

Main Mode of Commuting	ADA	City
Car	59%	61%
Public Transit	28%	26%
Walking	11%	8%
Bike	<1%	2%
Other	3%	3%

Education		
Bachelors' degree or higher	70%	49%

Household Size		
Average persons per household	2.0	2.4
1-person	41%	33%
2-person	35%	30%
3-person	13%	15%
4-person	8%	13%
5 or more persons	3%	8%

