



Public Consultation Strategy Report

**3400 Dufferin Street &
8 Jane Osler Boulevard**
City of Toronto

Prepared for
Dufferin-401 Properties Limited

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Introduction

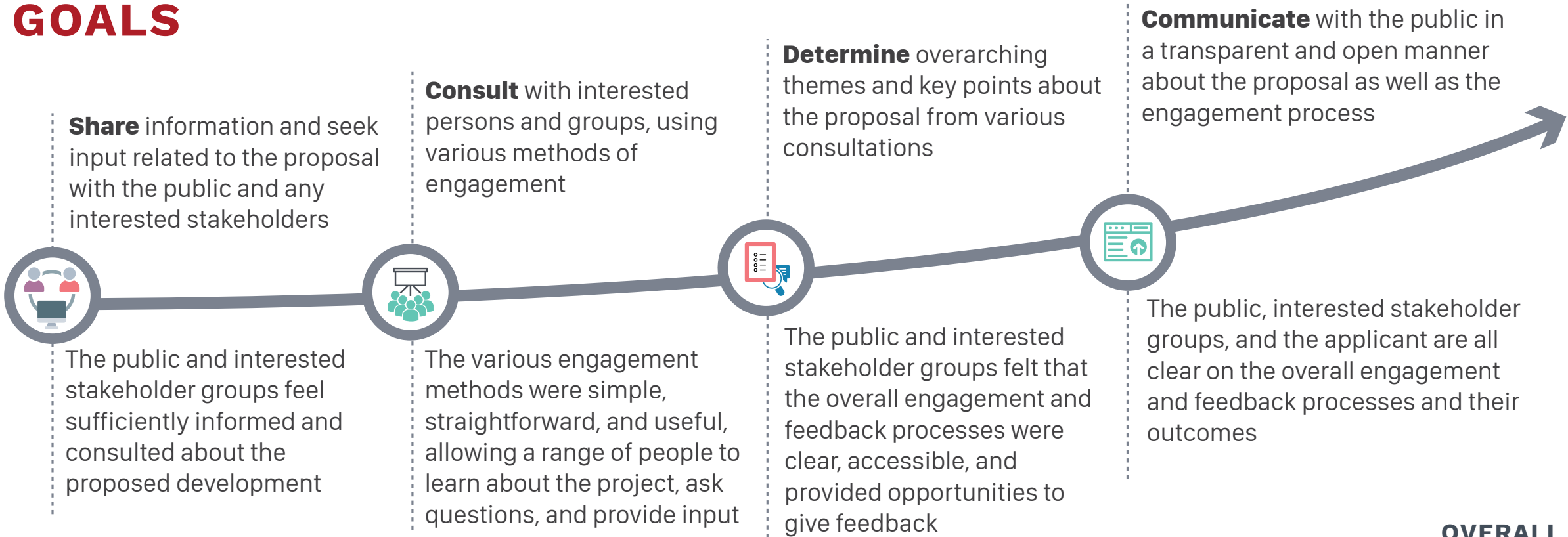
This Public Consultation Strategy Report has been prepared on behalf of the applicant, Dufferin-401 Properties Limited, by Bousfields Inc. in support of their Official Plan Amendment, Zoning By-law Amendment, and Draft Plan of Subdivision applications to the City of Toronto for the address municipally known as 3400 Dufferin Street and 8 Jane Osler Boulevard. Currently, 3400 Dufferin Street is occupied by a Honda car dealership and auto parts store and 8 Jane Osler Boulevard is occupied by a 2-storey single-detached house. The proposal would be in keeping with the evolving built form of the neighbourhood and bring more housing close to transit.

The applicant is proposing to build three buildings onsite, including two 29-storey towers and a 9-storey midrise, inclusive of street-level retail along Dufferin Street.

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Targeted Goals & Desired Outcomes

OVERALL GOALS



OVERALL OUTCOMES

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Site & Surroundings

3400 Dufferin Street & 8 Jane Osler Boulevard

- 3400 Dufferin Street is currently occupied by a Honda car dealership and auto parts store. The existing building is surrounded by surface parking that services the site uses. 8 Jane Osler Boulevard is occupied by a 2-storey single-detached house
- The site is surrounded by various built forms and uses. To the south are low-rise residential homes, to the north future high-rise homes, to the west commercial uses, and to the east Yorkdale Mall
- The property to the north of the site will also include a public park



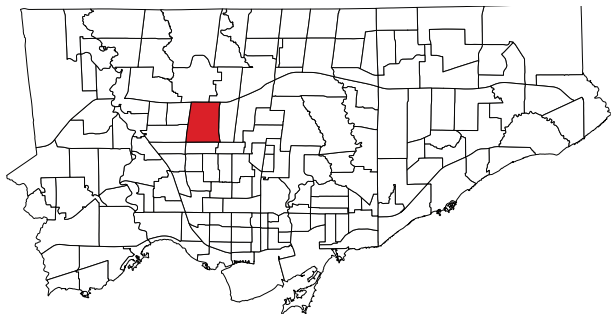
The Neighbourhood

- According to the City of Toronto's 2022 Neighbourhood Profiles, the subject site is located in the **Yorkdale-Glen Park neighbourhood**.

LEGEND

 Line 1
(Yonge/University)

 GO Bus Terminal



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Proposal Highlights

Two 29 Storey
storey towers
& one 9-storey
midrise building

834 Units



1-bedroom: 98 (12%)



1-Bedroom + den : 392 (47%)



2-Bedroom: 216 (26%)



2-Bedroom + den: 42 (5%)



3-Bedroom: 86 (10%)



60,818 m²
Total GFA

59,452 m²
Residential
GFA

1,366 m²
Non-residential
GFA



1,367 m²
Commercial Space



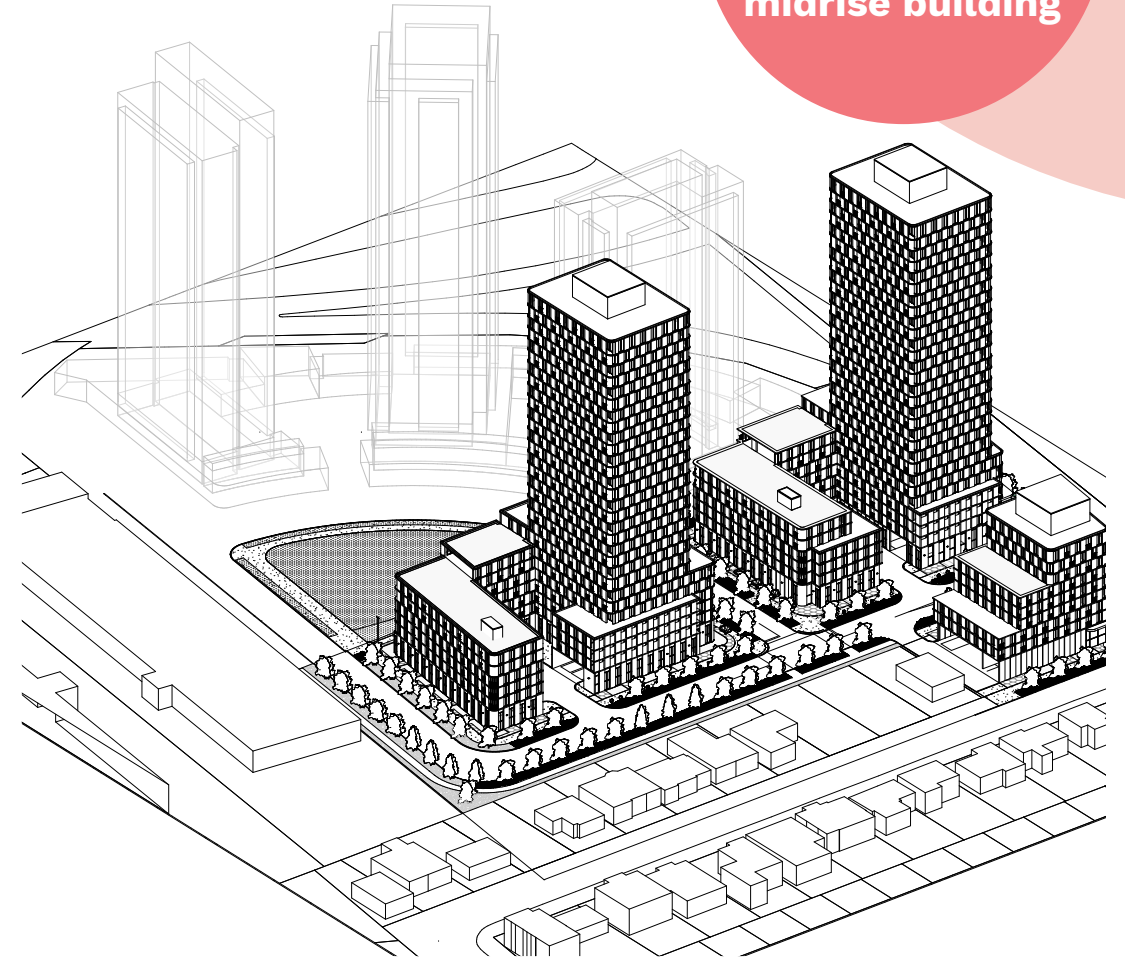
3,474 m²
Amenity Space



377
Vehicular Parking Spaces



670
Bicycle Parking Spaces



* Icons are for illustrative purposes only. Where applicable, numbers have been rounded to the nearest whole number. Please refer to the Planning Rationale or Architectural Drawings for exact project statistics.

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Key Messages

The key messages for this project have been categorized into a series of themes to help support stakeholders in their understanding of the rationale behind the proposal and what is being considered. These themes have been identified based on a review of the site, neighbourhood, and the proposed development.



The Site



Proposal



New Housing Options



Public Realm & Design

Key Message

The Site



“The site is located on the west side of Dufferin Street, just south of the 401. Today, 3400 Dufferin Street is currently occupied by a Honda car dealership and auto parts store. The existing building is surrounded by surface parking that services the site uses. 8 Jane Osler Boulevard is occupied by a 2-storey single-detached house.”



“Along the north property line, a new development is currently under construction and will introduce a mix of uses, including a public park that fronts onto the 3400 Dufferin Street site.”



“To the south of the site are low-rise single-detached houses along Jane Osler Boulevard, and to the west commercial uses.”



“Yorkdale Mall and multiple transit stations are located across the street to the east of the site. The subway station is a 15-minute walk from the site, and the GO Bus terminal a 12-minute walk.”

Key Message

Proposal



“The proposed development would replace the existing Honda dealership and auto parts store, the associated surface parking as well as the 2-storey single-detached house with three new buildings.”



“The plan includes two 29-storey buildings and one 9-storey building. The mid-rise building will be located at the southeast corner of the property along Dufferin Street while the two towers will be located along the northern property line.”



“The two buildings located along Dufferin Street will have retail at street level, while the 29-storey building on the western edge of the property will be all residential and front onto the public park being constructed at 3450 Dufferin Street.”

Key Message

New Housing Options



“A total of 834 units are being proposed, providing additional housing options for those looking to live in the Yorkdale-Glen neighbourhood and close to transit.”



“Providing a mix of unit types, including 41% two- and three-bedroom units, will allow more families to move to the area.”

Key Message

Public Realm and Design



“There is a significant opportunity to improve the public realm of the site through the introduction of landscaping, a mix of uses, and animation of the site.”



“New public streets on the site will allow for better connections for both users of the site as well as residents living at 3450 Dufferin Street.”



“Landscaping along the south edge of the property will provide a buffer between the proposed development and the homes backing onto the site.”



“Residential units on the ground floor of the west tower will walk out onto the public park at 3450 Dufferin Street, animating the space and creating a welcoming environment for residents and users of the park.”



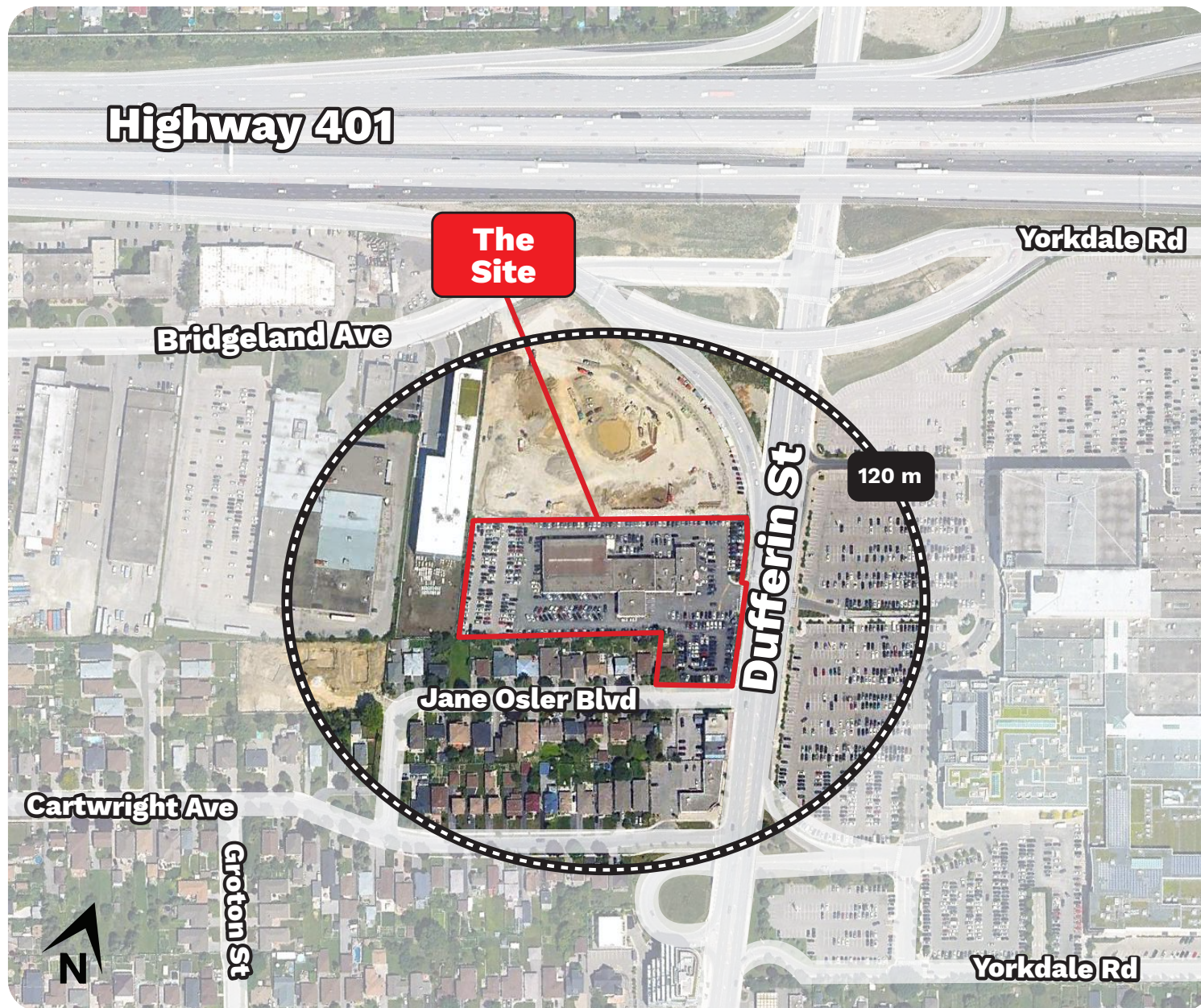
“The retail of the east tower will face retail that is being constructed at 3450 Dufferin Street, creating a synergy between the two sites and further activating the public realm.”

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Consultation Area

Proximal Impact Area

The consultation process for this development will involve a number of stakeholders across various geographies. The immediate area surrounding the site, a 120-metre radius, includes several different stakeholders that will likely be interested in the proposal.



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. This area is formed by the **Yorkdale-Glen neighbourhood** as well as those whose boundaries fall within or near the site such as the **Wenderly Park Community Association**.



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Audience

The audience for this consultation process has been developed based on our understanding of the site and its immediate surroundings.

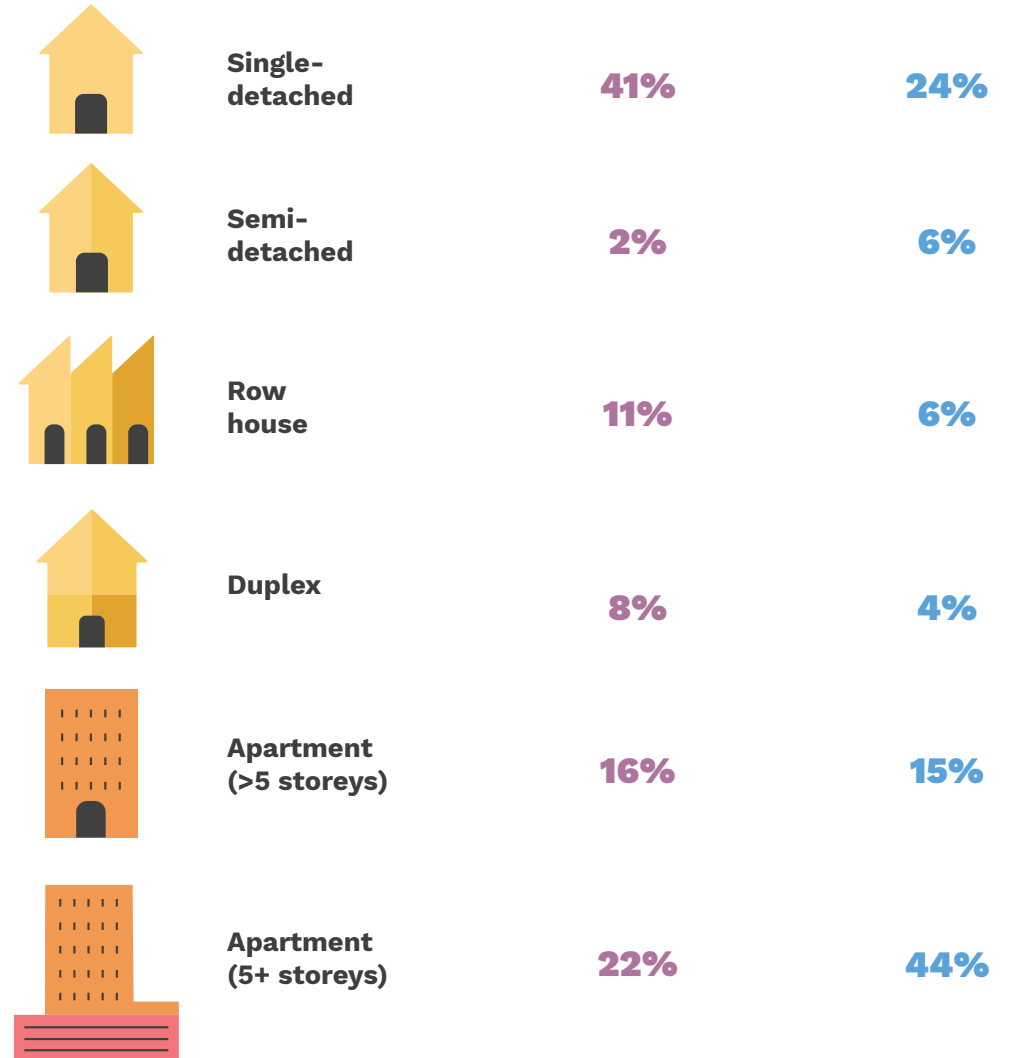
It is further defined by the **Yorkdale-Glen Park neighbourhood** demographics which help to inform the overall consultation process. In acknowledging who is living in the neighbourhood, engagement can be tailored accordingly. A full breakdown of demographics for the Yorkdale-Glen Park neighbourhood and the **City of Toronto** can be found in **Appendix A**.

 **Yorkdale-Glen Park Neighbourhood**

 **City of Toronto**

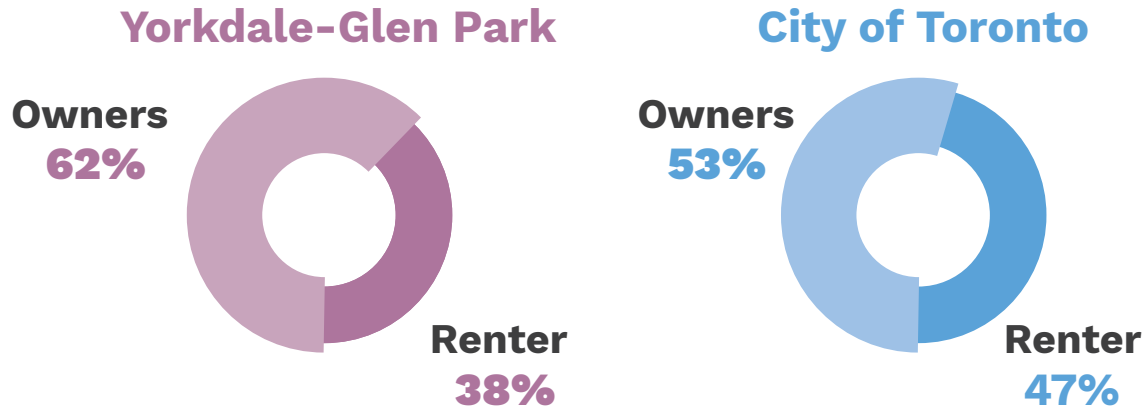
Housing Structure

Higher percentage of single detached homes (**41%** vs **24%**)



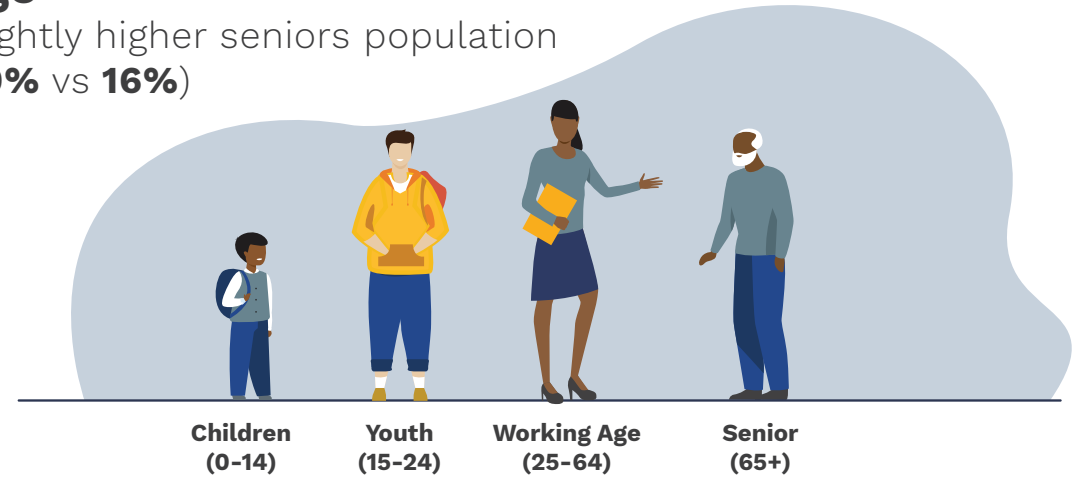
Housing Tenure

Higher percentage of homeowners (**62%** vs **53%**)



Age

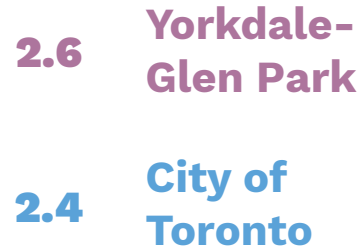
Slightly higher seniors population (**19%** vs **16%**)



	Children (0-14)	Youth (15-24)	Working Age (25-64)	Senior (65+)
Yorkdale-Glen Park	14%	13%	54%	19%
City of Toronto	15%	12%	45%	16%

Household Size

Larger average size (**2.6** vs **2.42**)



Language

Different top non-official languages spoken at home (**Italian & Portuguese** vs **Mandarin & Cantonese**)



Key Stakeholders

In addition to the broader public and Yorkdale-Glen Park neighbourhood, the applicant aims to consult and engage with a series of key neighbourhood stakeholders as a component of the entire community consultation 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*

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List of Matters to be Addressed

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



Project Description



Nearby Development



Public Transit, Parking & Traffic



Design & Built Form



Public Realm Improvements



Engagement Process & Opportunities



Development Application Process & Estimated Timelines

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Communication & Consultation Strategy

Tools Methods and Techniques

The consultation tools listed here are meant to provide a number of options for stakeholders to stay informed and get involved. The applicant will endeavour to implement each tactic throughout the process, based on interest and need. As the formal consultation process begins following the submission of the application, the applicant will be nimble in responding to consultation requests from stakeholders.



**Project
Email**



**Letters to
Neighbours**



**Targeted Stakeholder
Meetings**

Applicant's Public Consultation Tools

Project Email

- **What?**

- A dedicated project email that will serve as an open line of communication for interested community members to the project team

- **Who?**

- Anyone interested in the project
- Particularly convenient for community members to learn more and ask questions

info@3400dufferin.com



Applicant's Public Consultation Tools

Letters to Neighbours

- **What?**

- Written communications shared with neighbours at key points in the process. These communications could be shared to:
 - * Introduce the application
 - * Invite neighbours to speak with the project team one on one
 - * Share upcoming consultation opportunities
 - * Provide updates on the application process

- **Who?**

- Adjacent neighbours



Targeted Stakeholder Meetings

- **What?**

- Collaborate with key stakeholders through small group meetings (as needed) for in-depth communication, consultation and feedback
- Individual and smaller meetings are effective for having more tailored conversations and discussions around specific issues
- Through these discussions, there is an increased ability to get detailed feedback that can be more easily incorporated into modifications to the proposal

- **Who?**

- Ward 8 Councillor
- Adjacent neighbours



City of Toronto



Learning More



Asking Questions



Informing Decisions





Learning More

- **Application Information Centre**

- Once the application is submitted, the City Planner on the file will post all application materials to the City's Online Development Application Centre

- **Development Application Notice Sign**

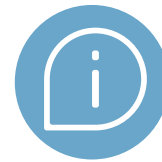
- The applicant is required to install a development application notice sign to notify the community of the application and statutory public meeting
- The sign will be posted in prominent locations on each edge of the property where applicable



Informing Decisions

- **Statutory Public Meeting:**

- Held when a decision is to be made by City Council on the recommendations provided by staff



Asking Questions

- **City Planner & Councillor**

- Contact the City Planner on the file to submit your feedback and ask questions

- **Community Consultation Meeting**

- Organized by City Planning Staff in consultation with the Ward Councillor to consult with those who are interested in the proposal. Notification will be sent by the City to residents/landowners surrounding the site. The project team will be involved to help coordinate the meeting

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Sharing Feedback

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 email, City Planner, Councillor, and other engagement events will inform future iterations of the proposal. Upon request, a summary of all of this feedback can be made available to those who are interested.



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:

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



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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.

A

Appendix - Full Demographic Profile

Socio-Economic Indicator		Yorkdale-Glen Park Neighbourhood	City of Toronto
Age	Children (0 to 14)	14%	15%
	Youth (15 to 24)	13%	12%
	Working Age (25 to 64)	54%	45%
	Seniors (65+ years)	19%	16%
Median Household Income		\$64,000	\$65,829
Home Language	English	66%	70%
	Non-Official	33%	29%
	French	<1%	<1%
Top 3 non-English home languages		Italian & Portuguese	Mandarin Cantonese
Visible Minority Population		45%	51%
Housing Structure	Single-detached house	41%	24%
	Semi-detached house	2%	6%
	Row house	11%	6%
	Duplex	8%	4%
	Apartment, < 5 Storeys	16%	15%
	Apartment, 5+ Storeys	22%	44%
Housing Tenure	Owners	62%	53%
	Renters	38%	47%

Socio-Economic Indicator		Yorkdale-Glen Park Neighbourhood	City of Toronto
Main Mode of Commuting	Car	55%	51%
	Public Transit	37%	37%
	Walking	6%	9%
	Bike	1%	3%
	Other	<1%	<1%
Household Size	Average	2.6	2.4
	1-person	25%	32%
	2-person	30%	30%
	3-person	19%	16%
	4-person	15%	13%
Education	5- or more Person	11%	9%
	No certificate, diploma, degree	23%	10%
	High school	29%	20%
	Apprenticeship or trades	5%	4%
	College, CEGEP, other	18%	18%
	University below bachelor level	4%	3%
	Bachelors' degree or higher	23%	44%



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