



BOUSFIELDS INC.

PLANNING | DESIGN | ENGAGEMENT

PUBLIC CONSULTATION STRATEGY REPORT

**2993-3011 Sheppard Avenue East
1800-1814 Pharmacy Avenue**

September 2019
Sheppard and Pharmacy GP Inc.

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1.0 INTRODUCTION

This Public Consultation Strategy Report has been prepared to outline the engagement process regarding the application by Sheppard and Pharmacy GP Inc. for a mixed-use condominium at 2993-3011 Sheppard Avenue East and 1800-1814 Pharmacy Avenue in the Tam O'Shanter-Sullivan neighbourhood.

The properties along Pharmacy Avenue make up the Pharmacy Plaza, a mix of retail and commercial spaces. The units along the Sheppard Avenue frontage are also a mix of retail and commercial spaces. The proposed development is for a 21-storey building that steps down to 4-storeys at the rear of the building, with the tower portion located at the corner. It will feature retail and commercial uses at grade with residential units above ranging from 1 to 3-bedrooms.

The proposed development is located in a stable residential neighbourhood, with predominantly low-rise single detached houses. This area has seen a low rate of growth, but this is beginning to change. The community engagement approach will be to inform and consult the community in order to listen and acknowledge the feedback of the community.

2.0 WHAT ARE THE GOALS AND 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.

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 all clear on the overall engagement and feedback processes and their outcomes

3.0 WHAT IS THE PROJECT?

3.1 Proposal Highlights

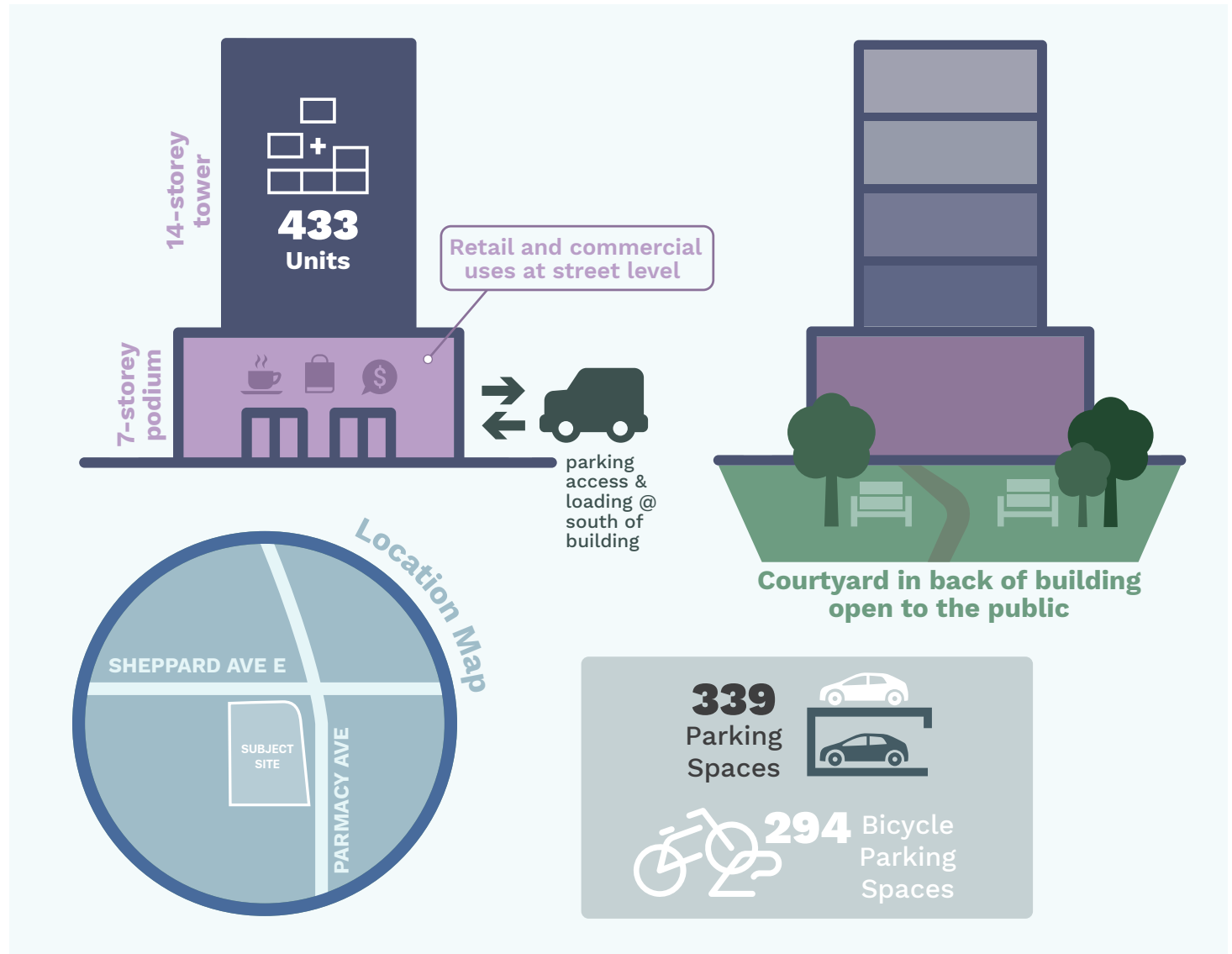


Project Developers

Laurier Group

Subject Site Address

2993-3011 Sheppard Avenue East & 1800-1814 Pharmacy Avenue

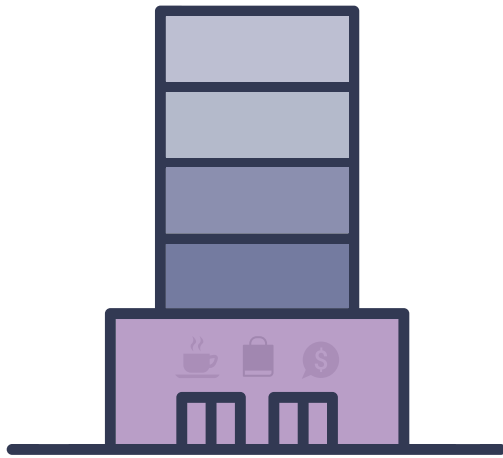


* Icons are for illustrative purposes only – not to scale

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



"The proposed development features, a 14-storey tower above the 7-storey podium, retail/commercial uses at street level, and 339 vehicle parking spaces."



"The site is currently served by multiple bus routes, bringing transit riders to the Don Mills Subway Station in ~9-minutes. The site will also be directly served by the future Sheppard East LRT."



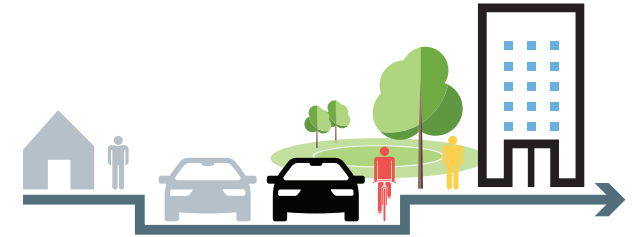
"Located just a 6-minute walk from the Consumers Road Business Park, this site is an ideal location for new residential development, as it supports bringing people within walking distance of jobs."



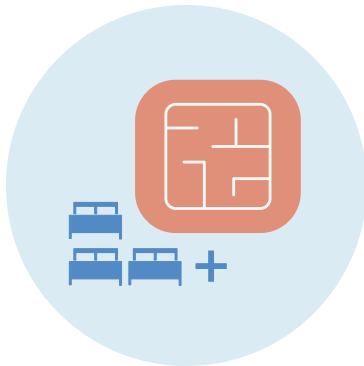
"With the dramatic increase in growth in downtown Toronto, the inner suburbs are the next area to see investment in mixed-use development that supports a growing population."



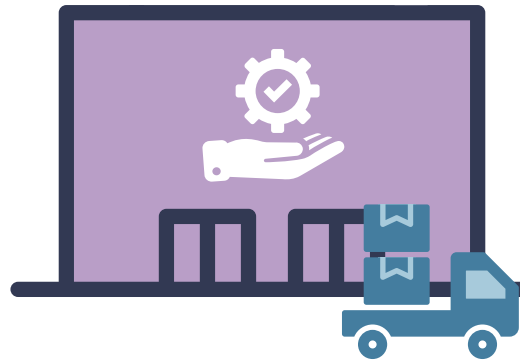
"The site will continue to provide retail/commercial space in the ground level of the building."



"The new building will allow for major public realm and streetscape improvements along Sheppard Avenue East and Pharmacy Avenue, improving pedestrian and overall safety."



"A mix of 1, 2, and 3-bedrooms allows for a variety of residents to live in the area."



"By providing commercial space at street-level the retail environment along Sheppard Avenue East, extending south along Pharmacy Avenue, will continue to provide needed businesses and services."



"The site will also introduce new publicly accessible open space connecting and extending the existing network of public streets and parks."

4.0 WHERE ARE WE ENGAGING?

4.1 Scope of Consultation/ Areas of Impact

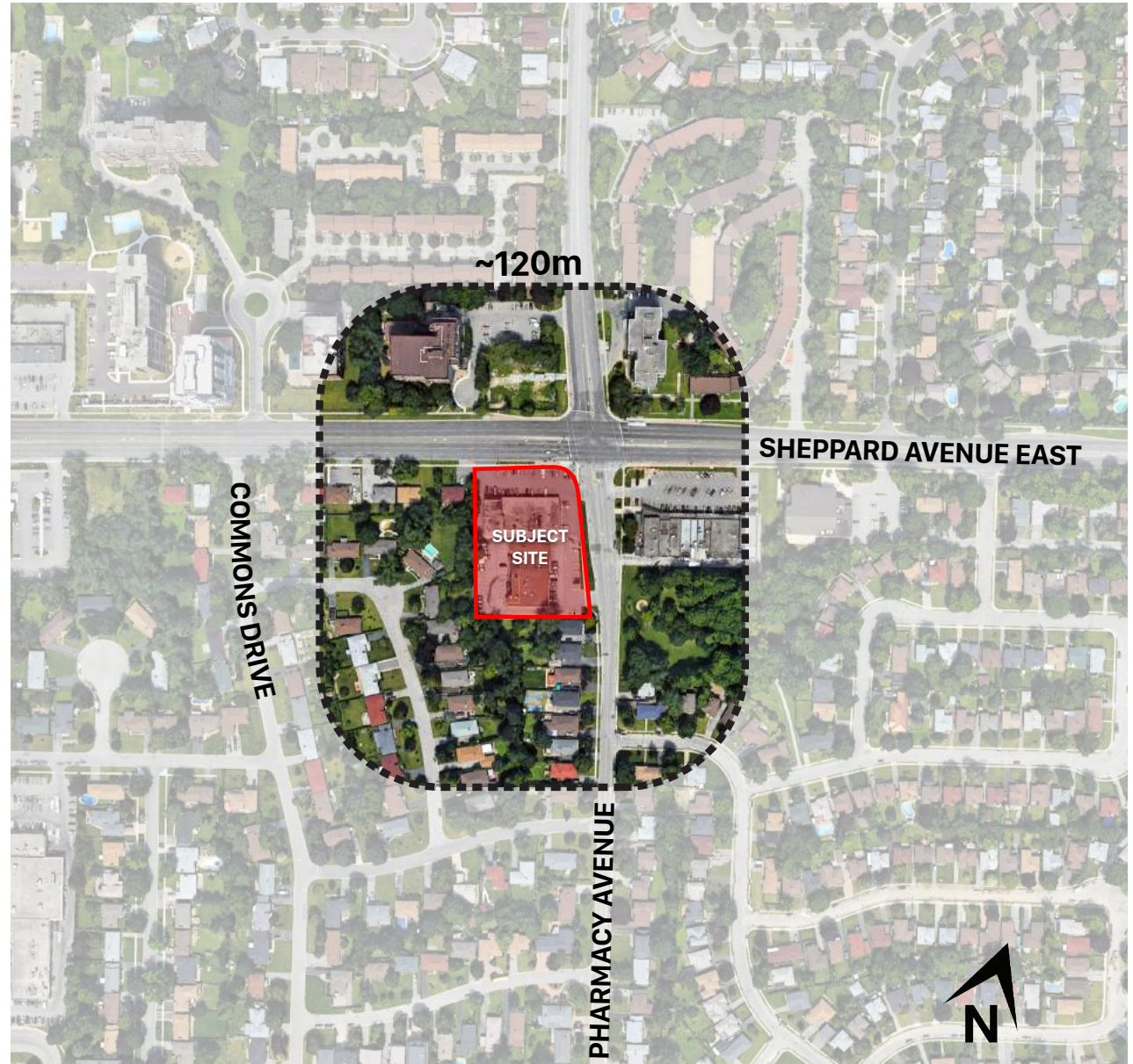
For the purpose of this proposal we have identified two areas of impact (1) proximal impact area and (2) community impact area.

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 existing tenants, customers of onsite businesses, nearby residents, and others within the 120 metre buffer which will likely be impacted by construction and the introduction of the new commercial 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. With development somewhat new to the area, the community impact area will be an important group to communicate with to support interested stakeholders to understand the process.



Map 1: 120m proximal impact area



Map 2: Tam O'Shanter-Sullivan Neighbourhood

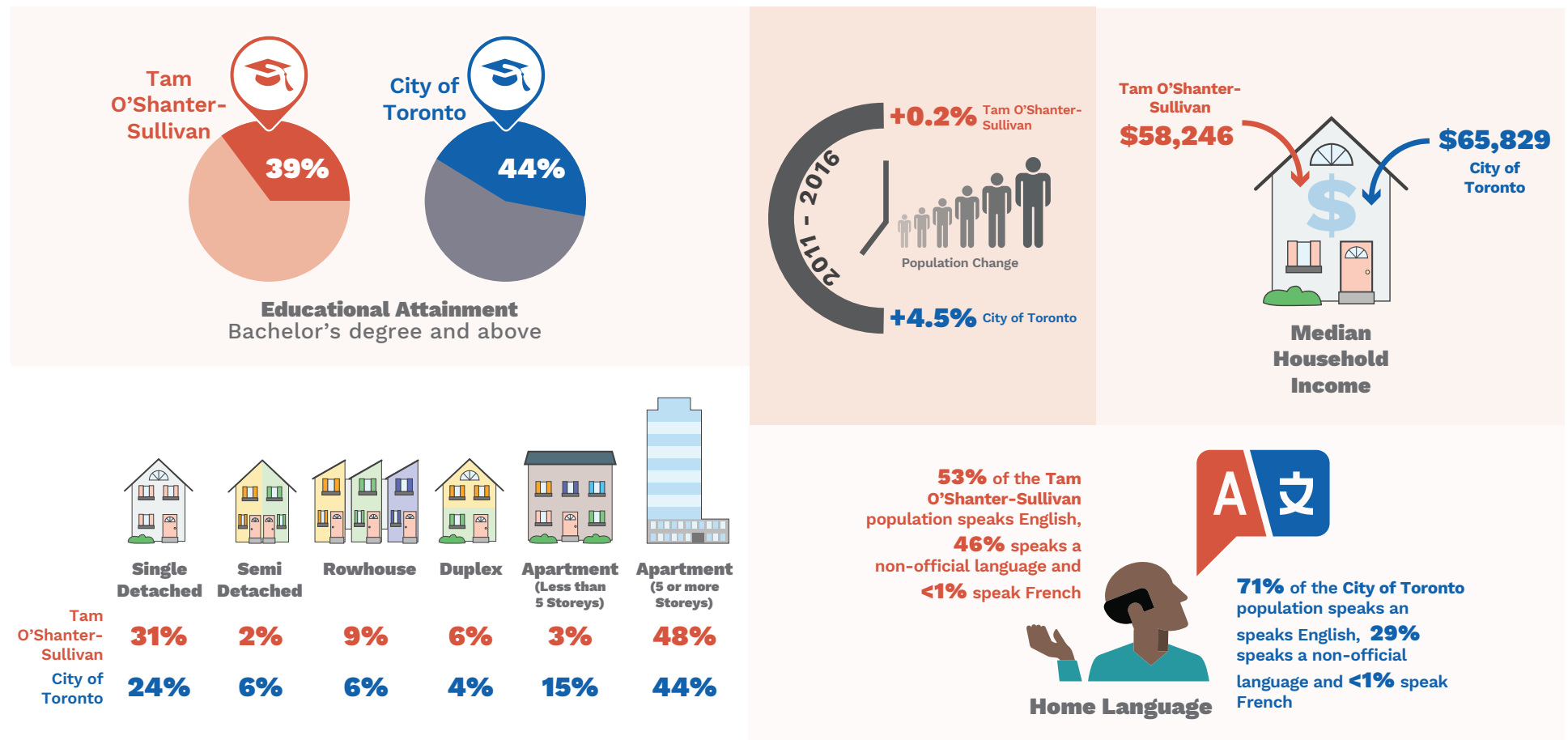
5.0 WHO ARE WE ENGAGING?

5.1 Demographic Profile

Below is a brief snapshot of the Tam O'Shanter-Sullivan neighbourhood's population characteristics in comparison to the City-wide average. To see a full breakdown of the neighbourhood demographics, see **Appendix A**.

The audience in this area is fairly similar to the City of Toronto as a whole. Residents are, for the most part, living in either

single detached houses or apartment buildings over 5-storeys; although have a lower median household income. There are a higher percentage of older residents, when compared against the City average. A significant portion of the neighbourhood's residents do not speak English as their home language, with 75% of the population being a visible minority.



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

5.2 Target Audience & Stakeholders

In addition to the broader public and Tam O'Shanter-Sullivan neighbourhood, the applicant aims to consult and engage with a series of key neighbourhood stakeholders as a component of the entire community consultation process. The local stakeholders identified below are those who may wish to be involved in the process.

Stakeholders may include other individuals and groups who express interest in the proposal.

The demographic profile outlined in the previous section helped inform the engagement methods put forward as a part of this public consultation strategy. Efforts will be made to take into consideration, accommodate and engage populations in the neighbourhood who live in low-rise residential forms.



6.0 WHAT HAVE WE HEARD?

6.1 Pre-application Consultation

Pre-application consultation with City Planning Staff

Date: August 13, 2018 & June 4, 2019

Discussion & Feedback

- Built form, including starting discussions around what the appropriate height for the site is
- Site plan details
- Massing
- Podium location
- Design details

Pre-application consultation with Councillor Karygiannis

Date: May 23, 2019

Discussion & Feedback

- Built form
- Section 37 community benefits
- Growth in Ward 22

Developer's Day hosted by Councillor Karygiannis

Date: June 10, 2019

Discussion & Feedback

- Event was an open house format where all developers working on projects in Ward 22 were invited to come and interact with community members
- The project team for this application was there to answer questions and discuss the proposal with interested community members
- Visual displays were included to demonstrate an early draft of the proposal

Immediate Neighbour Update Notice

Date: June 28, 2019

Details

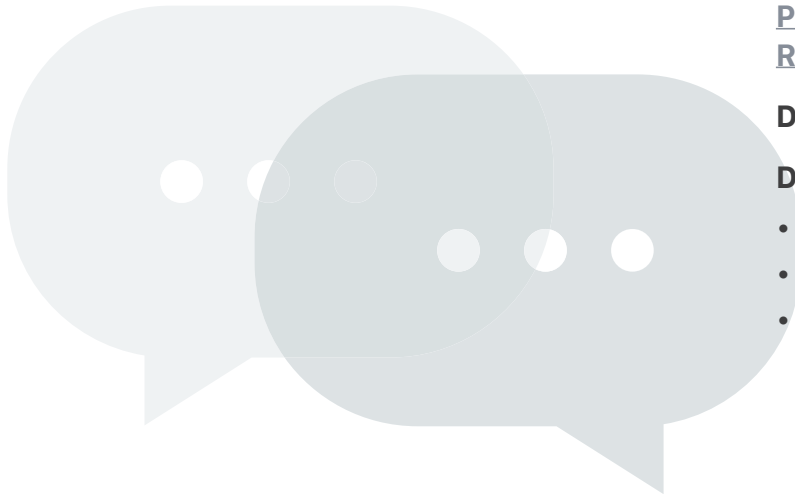
- Mailed to neighbours who share property lines with the site

Pre-application consultation with Wishing Well & Area Ratepayer's Coalition

Date: July 18, 2019

Discussion & Feedback

- Built form
- Development in the area
- Community concerns



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:



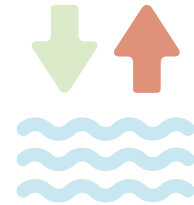
Project Description



Design & Built Form



Pedestrian Accessibility, Parking, & Traffic



Water Table Considerations



Public Realm Improvements



Development Process & Estimated Timeline



Consultation Process & Engagement Approaches

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 applicant 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

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

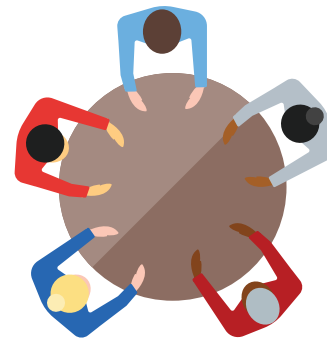
As mentioned in Section 6.2, the following engagement methods have taken into consideration ways of involving a) the broader public and b) specific stakeholder groups:



Website



**Update
Notices**



**Targeted Stakeholder
Meetings**



**City-Led
Community
Consultation
Meeting**

Website

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
- The intention is to launch the website in a timely manner after the formal submission of the development application

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

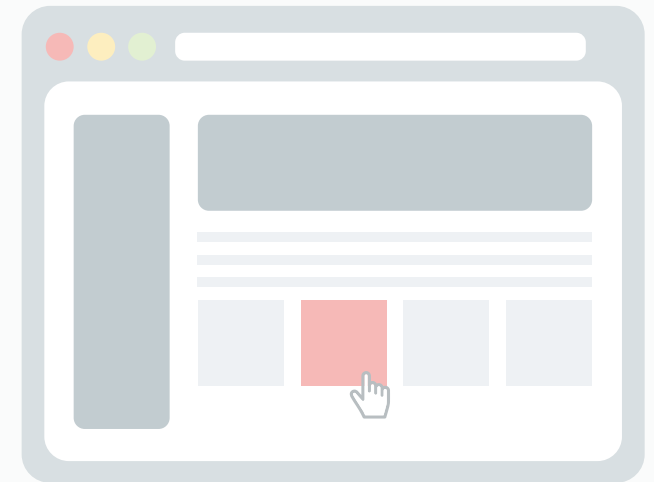
Documentation & Collection of Feedback

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



Update Notices

Description & Purpose

- A series of one-page notices will be used to provide neighbouring residents and the broader community information about:
 - The launch of the website
 - Upcoming community consultations and/or other opportunities to provide feedback
- These update notices will be delivered through the following mediums:
 - Mail-drops
 - Electronically - by posting the notice on the website

Additional Information

- The website’s address/link will always be included on the notice

Documentation & Collection of Feedback

- As the update notice is directing community members to the website, it is anticipated that feedback from the notice will be directed through the website



Targeted Stakeholder Meetings

Description & Purpose

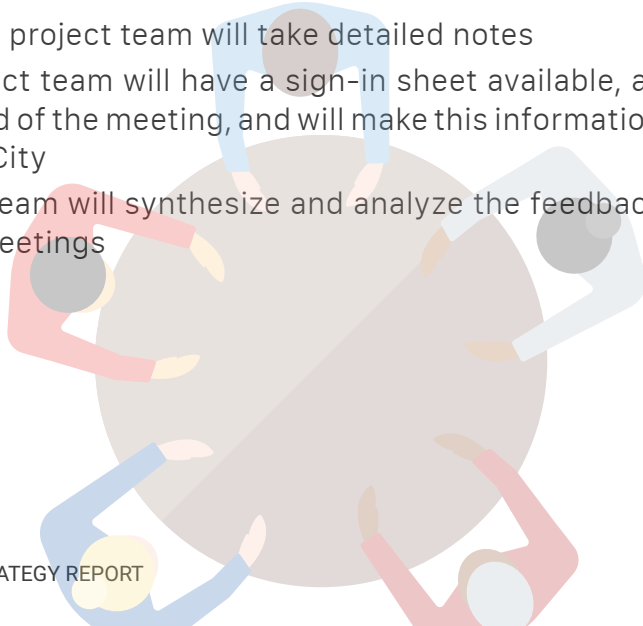
- These meetings may take the form of one-on-one and/or small group discussions
- Allow for more tailored conversations, better opportunities for feedback and discussion of specific issues
- Collaborate with key stakeholder groups, including their designated representatives, for further communication,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

Additional Information

- These stakeholder meetings may include meetings with any of the groups listed in Section 6.2 (such as the Wishing Well & Area Ratepayers' Coalition)
- 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
- Member of project team will have a sign-in sheet available, as part of the record of the meeting, and will make this information available to the City
- The consulting team will synthesize and analyze the feedback received from meetings



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 consulting 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 consulting team will explore various mediums and innovative processes to encourage participation by all segments of the population

Documentation & Collection of Feedback

- Members of the consulting 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 Scarborough 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 Scarborough Community Council (date to be determined)

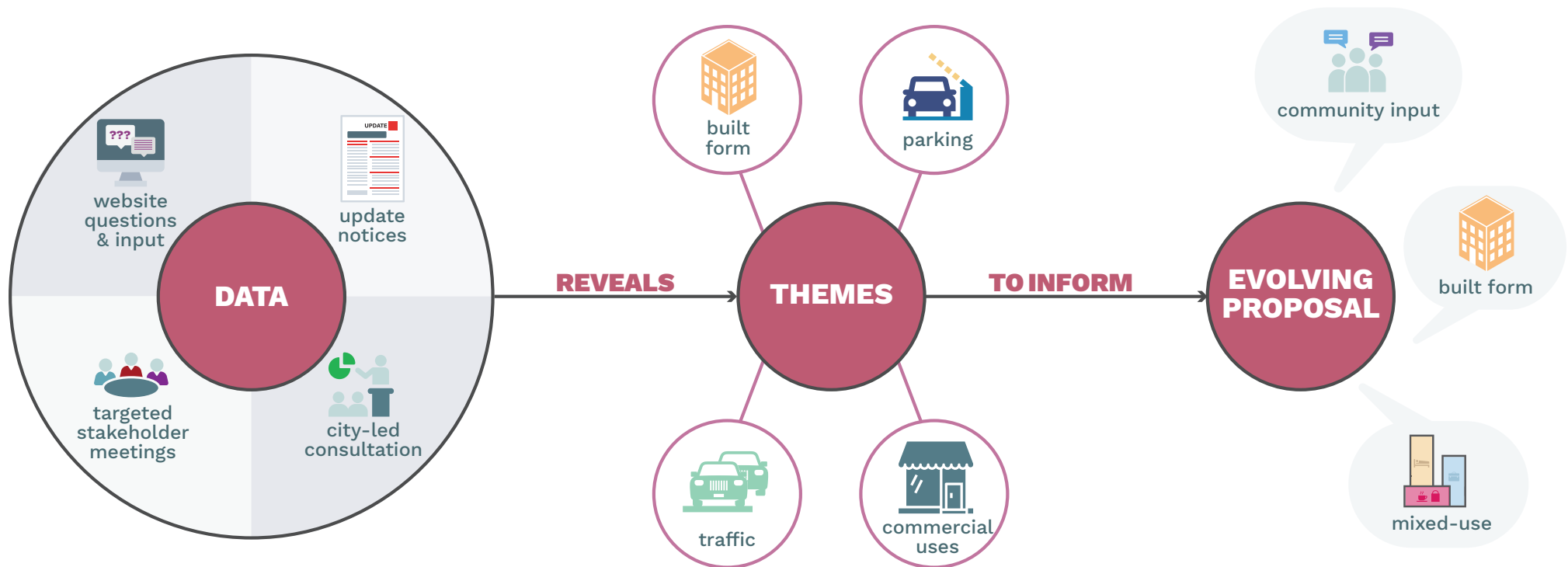
9.0 HOW WILL WE SHARE FEEDBACK?

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

Bousfields Inc. 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 proposal, 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 the Tam O'Shanter-Sullivan in comparison to the City of Toronto

Socio-Economic Indicator		Tam O'Shanter- Sullivan	City of Toronto
Age	0 to 19 years	20%	20%
	20 to 29 years	13%	16%
	30 to 44 years	18%	22%
	45-64 years	27%	27%
	65+ years	22%	16%
Median Household Income		\$58,246	\$65,829
Home Language	English	53%	71%
	Non-Official	46%	29%
	French	<1%	<1%
Housing Structure Type			
	Single-Detached House	31%	24%
	Semi-Detached House	2%	6%
	Row House	9%	6%
	Duplex	6%	4%
	Apartment, < 5 storeys	3%	15%
	Apartment, 5+ storeys	48%	44%
Housing Tenure			
	Owners	56%	53%
	Renters	44%	47%
Education			
	No certificate, diploma, degree	12%	10%
	High school	24%	20%
	Apprenticeship or trades	4%	4%
	College, CEGEP, other	18%	18%
	University below bachelor level	4%	3%
	Bachelors' degree	27%	28%
	University above bachelor level	12%	16%
Population change 2011-2016		+0.2%	+4.5%
Visible Minority		75%	52%

