



# GOLDBERG GROUP

## PUBLIC CONSULTATION STRATEGY REPORT

PROPOSED SITE PLAN  
& ZONING BY-LAW AMENDMENT  
APPLICATION

15 and 17 Elm Street  
City of Toronto

Prepared for :  
17 Elm GP Inc.

August 2022

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## 1.0 Introduction

Goldberg Group has been retained by 17 Elm GP Inc. (the “Applicant”) in support of a Zoning By-law Amendment (ZBA) and Site Plan Control (SPA) application for the lands municipally known as 15 and 17 Elm Street (the “subject site”). The application proposes to demolish the existing buildings and construct a new 30-storey mixed-use tower containing 174 dwelling units. The proposed redevelopment consists of a total of 14,163 sq. m of residential gross floor area (GFA) and 200 sq. m of non-residential GFA which results in a total Floor Space Index (FSI) of 18.12, pursuant to GFA calculations under By-law 569-2013.

The purpose of this report is to set out the Applicant's strategies for facilitating engagement with the general public. Furthermore, it addresses the City of Toronto's Terms of Reference for the Public Consultation Strategy which includes the Applicant's purpose of consultation, key messages, desired outcomes, scope of consultation, audience, list of matters to be addressed, communication and consultation strategy, and evaluation methods. In accordance with the terms of reference, this report is subject to amendments, in collaboration with planning staff, as required throughout the progression of the public consultation process.

## 2.0 Purpose of Consultation

In consulting with the public, the applicant seeks to accomplish several objectives:

- **Sharing Information** about project details and updates to keep the public informed.
- **Fostering Communication** between all interested persons and groups within the community.
- **Building Partnerships** through facilitating input and feedback from the public.
- **Analyzing Feedback** to identify and understand the essence of public input and feedback.
- **Translating into Action** the results of feedback analysis into the project, where viable.
- **Reporting Back** to the public with the outcome of the consultation strategy.

## 3.0 Key Messages

The Applicant has a number of key messages that it wishes to deliver to the public through the consultation process. These messages not only intend to provide clarification about the project but also serve as catalyst for fostering dialogue about various aspects of the proposal. These key messages include:

**Project Description** The proposes seeks to redevelop the subject site by demolishing the existing buildings and constructing a new 30-storey mixed use building. The total height of the proposed building, including two levels of mechanical penthouse is 99 m. The proposed redevelopment consists of a total of 14,163 sq. m of residential gross floor area (GFA) and 200 sq. m of non-residential GFA which results in a total Floor Space Index (FSI) of 18.12, pursuant to GFA calculations under By-law 569-2013.

**Area & Policy Context** - The subject site is bounded by Elm Street to the north, and Barberian Lane to the south and east. The subject site is located within immediate proximity to existing surface and rapid transit and located in the part of the City with tall intense buildings. The subject site is designated Mixed Use Areas on Land Use Map 18 of the City OP, as are adjacent lands surrounding it. Former City of Toronto Zoning By-law 438-86 zones the subject site R6.0 (Residential) which permits a total site density of 6.0 times the area of the lot and permits a building height of 46.0 m, or an approximate 15-storey building. The R zone permits a full range of residential dwelling types and a range of non-residential uses, including community services, parks, and parking. City-wide Zoning By-law 569-2013 zones the subject site CR 6.0 (c2.0 r6.0) SS1 (x2318) (Commercial Residential) which similarly permits a maximum non-residential FSI of 2.0 and a maximum residential FSI of 6.0 and provides for the same height as By-law 438-86.

**Urban Design Features** – The subject proposal has been designed to enhance the pedestrian environment and compatibly fit within the existing and planned context of the immediate and broader surrounding area. The proposed mixed-use building has been designed to mitigate massing effects on the surrounding area by providing for appropriate building setbacks, sculpting and stepbacks.

**Public Realm/Benefits** – The proposed building entrances will be highly visible from the street further activating the streetscape of Elm Street. Access to the underground parking garage and loading/service area will be provided from Harry Barberian Lane. All back of house operations are internalized into the proposed building so that these activities do not face Elm Street and are not visible from the street or sidewalk.

**Commitment to the Community** - The Applicant has a genuine interest in working with the community in a meaningful way throughout the development process.

#### 4.0 Desired Outcomes

On completion of the strategy, the Applicant intends to have achieved a consultation process which was:

- **Informative and Engaging** for all interested persons and groups that participated.
- **Effective** for capturing and identifying public input and feedback.
- **Accessible** for all participants regardless of physical, mental or other potential barriers.
- **Coherent** to participants of all age groups, academic levels, and language proficiencies.
- **Beneficial** to improving the Proposal through integrating public input, where viable.
- **Transparent** to all participants as to the methodologies and outcomes of the consultation.

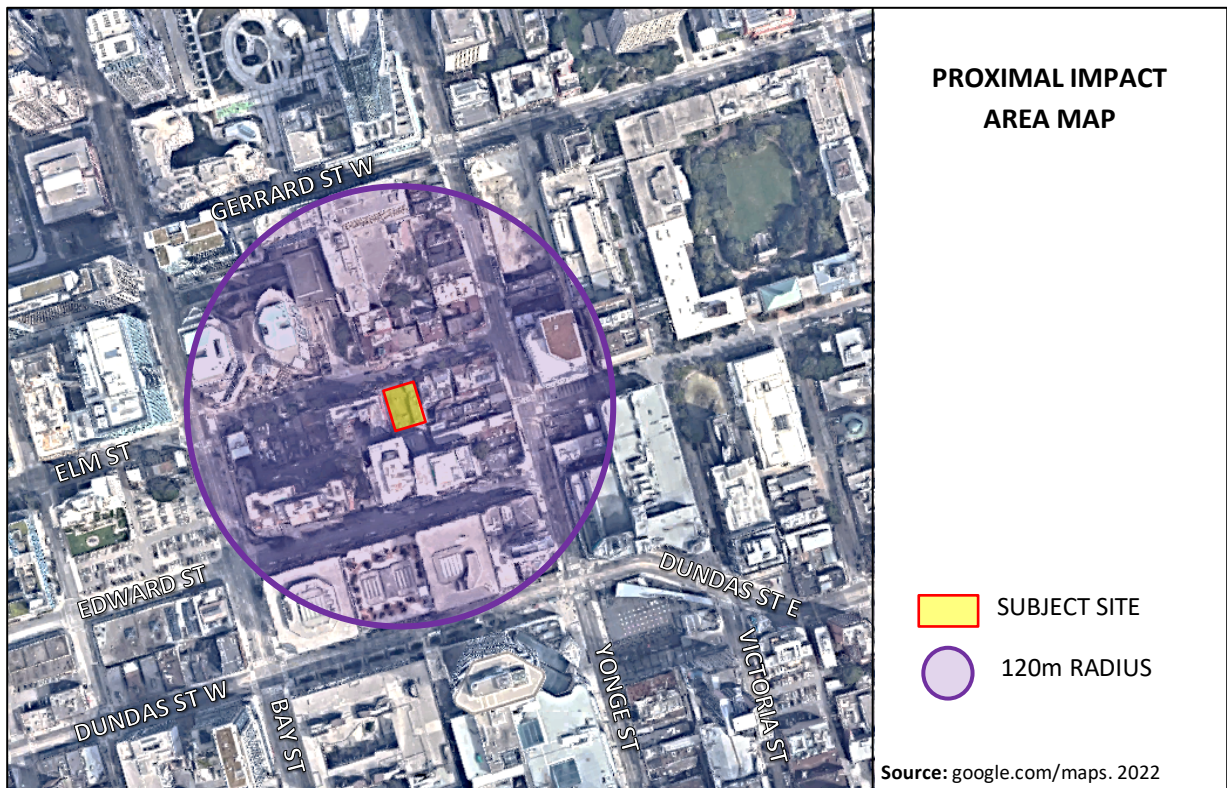
#### 5.0 Scope of Consultation

The scope of the public consultation strategy contemplates two key areas of impact, a proximal impact area and a neighbourhood impact area:

##### **Proximal Impact Area**

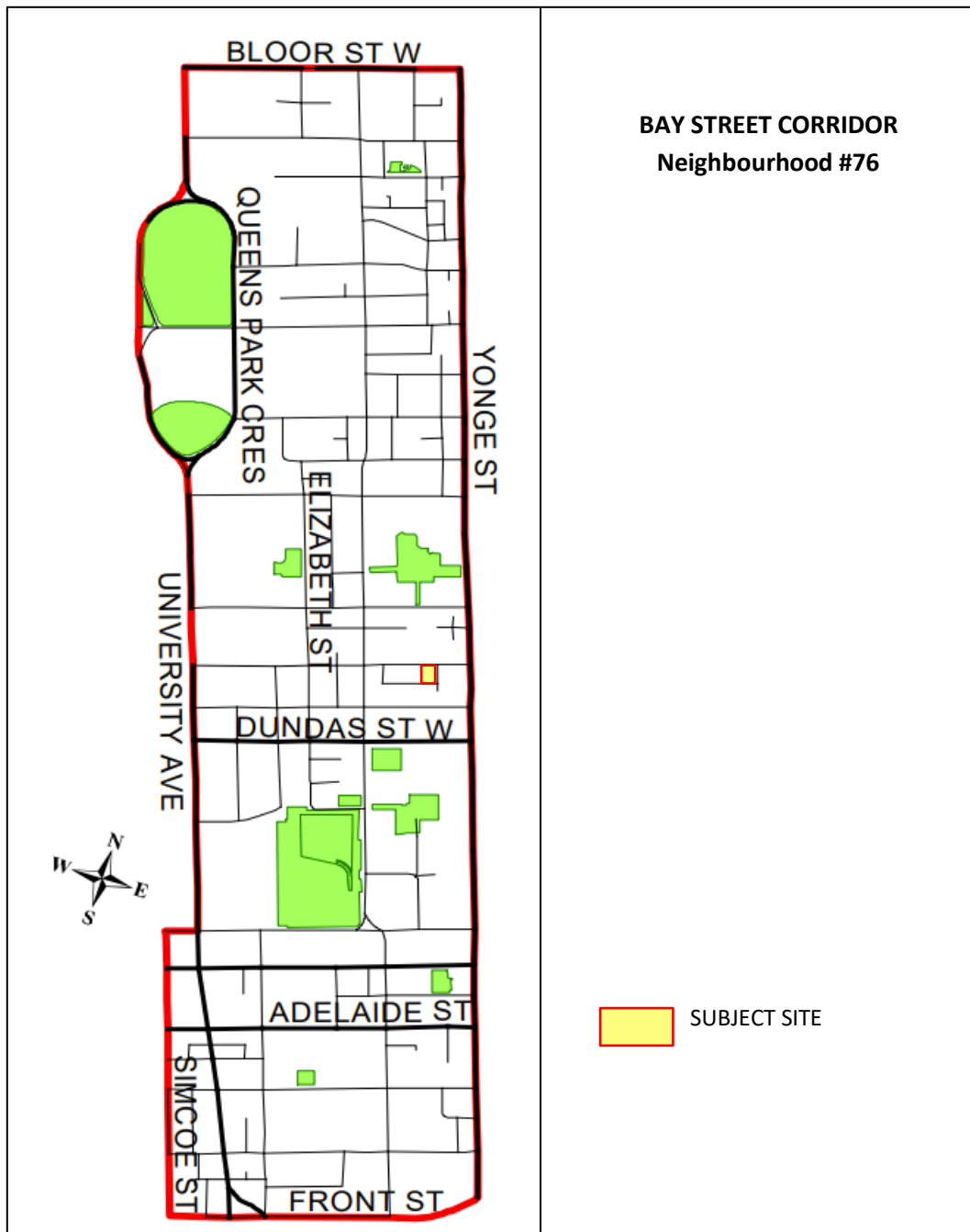
The proximal impact area is defined by an approximately 120 metre radius calculated from the center point of the site outwards. This area is roughly demonstrated in the figure below. The proximal impact area takes into account that residents, businesses, and community groups within the immediate vicinity of the site may have greater interest in the development of the site. As such, those potentially impacted by the proposal in the Proximal Impact Area may require a higher level of strategic engagement.





### Neighbourhood Impact Area

While the Proposal is not anticipated to have direct neighbourhood wide impacts, defining the Neighbourhood Impact Area is important for considering the demographic profile of the neighbourhood as well as the how the Proposal fits within the neighbourhood context. The Proposal is located within the **Bay Street Corridor** neighbourhood profile #76 as defined by the City of Toronto. The demographic profile of this neighbourhood has been analyzed for the purpose of establishing the Neighbourhood Impact Area.



## 6.0 Audience

The data in **Table 1** below is comprised of 2016 Statistics Canada Census Population data collected and organized by Social Policy, Analysis & Research Social Development, Finance and Administration at the City of Toronto. The Table compares the Bay Street Corridor neighbourhood profile with the data for the entire City of Toronto.

INDICATORS	Bay Street Corridor Neighbourhood Profile #76	City of Toronto
<b>Population</b>	25,797	2,731,571
<b>Age</b>		
0-14 years (children)	6%	15%
15-24 years (youth)	27%	12%
25-64 years (working age)	51%	31%
65+ years (pre-retirement)	7%	27%
66+ years (seniors)	9%	16%
<b>Academic Attainment</b>		
No certificate, diploma or degree	2%	16.4%
High School	9%	24.5%
Apprenticeship or Trades	1%	4.1%
College, CEGEP, other	7%	15.8%
University certificate OR		
Diploma below bachelor level	2%	2.8%
Bachelor's degree	39%	23.3%
University above bachelor level	40%	13.1%
<b>Income (Median Household)</b>	\$48,737	\$65,808
<b>Home Language</b>		
English	67%	53%
Non-Official	32%	46%
French	<1%	1%
<b>Household Size</b>		
1 person	51%	32%
2 persons	35%	30%
3 persons	9%	16%
4 persons	4%	13%
5+ persons	1%	9%
<b>Housing Typology</b>		
Single-Detached House	0 %	24%
Semi-Detached House	0 %	6%
Row House	0 %	6%
Duplex	0 %	4%
Apartment, <5 storeys	2 %	15%
Apartment, 5+ storeys	98%	44%
<b>Housing Tenure</b>		
Rent	68%	47%
Own	32%	53%

Table 1: 2016 demographic comparison between the Bay Street Corridor and the City of Toronto

The Bay Street Corridor neighbourhood profile consists primarily of English-speaking residents of the working age. Almost 80 percent of the population is educated with a bachelor's degree or higher. The prevailing housing typology occupied by residents in the impact area are multi-residential apartments over five storeys or higher with very little to no alternative housing typologies. Households are predominantly one to two persons in size and there are significantly more renters than owners. Median household income for Bay Street Corridor is lower than the City of Toronto wide median household income.



In order to achieve a meaningful public engagement process, the consultation strategy will target various audiences and stakeholders to facilitate and foster participation across all segments of the community within the Proximal and Neighbourhood Impact Areas (defined in Section 5.0) which include, but is not limited to, the following local stakeholders:

- Residents
- Business owners
- Interested neighbourhood associations and condominium corporations;
- Interested neighbouring residents
- Local Councillor Mike Layton

## **7.0 List of matters to be addressed**

To ensure a comprehensive public consultation strategy, a coherent and concise list of matters will be utilized throughout the process. The list will be continuously updated by the Applicant's consultant as the application progresses and will be made available to the public. As of the date of this report and subject to input from City staff, the following items comprise the Applicant's list of matters to be addressed during public consultation:

- Description of the proposal
- Urban design and built-form features
- Pedestrian, parking and traffic matters
- Public realm improvements
- Development process and timeline
- Consultation strategy: process, methods, and opportunities
- Reporting of consultation outcomes

## **8.0 Communication & Consultation Strategy**

The Applicant's engagement methodology will be organic in nature, whereby processes will be customized to accommodate and cater to the various needs of participants where possible. This approach recognizes that each participant may have unique preferences as to how best to cultivate their engagement. Notwithstanding the fluidity of the communication and consultation strategy, the Applicant proposes a General and Targeted engagement methodology to serve as a framework upon which public input can build upon.

### **General Engagement Methodology**

This engagement process seeks to communicate and engage with a broad audience through various methods including access to consultants, update newsletters, and public meetings. These methods seek to bring awareness to the Proposal and provide means for the public to inquire and provide feedback in manner that is convenient and widespread. To maximize engagement, the

names and contact details for each of Applicant's consultant will be made readily available where and when possible. Public meetings will be hosted in accordance with the requirements of City of Toronto and the Planning Act, without precluding the potential for additional meetings as may be deemed appropriate. Notices for these meetings will be circulated to the required area, however, invitation will be extended to all who have expressed interest in the proposal.

### **Targeted Engagement Methodology**

The targeted approach to engagement recognizes that certain participants, for various reasons, may require special attention in the consultation process. These circumstances may require one-on-one meetings and consultation strategies which could require the participation of City staff and/or the local councilor. The targeted method allows for a more intimate, engaging and meaningful consultation process to deal with individualized needs. This special arrangement will be extended to the general public and can be communicated at public meetings.

## **9.0 Evaluation**

To maintain the integrity of the public consultation strategy, an open and transparent mechanism for evaluating the methodologies and outcomes of the process will be utilized. The public must be confident and reassured that their input and feedback is meaningful to the process. To achieve this, the Applicant is outlining below the various steps that will be taken throughout the strategy.

### **Step 1 - Data collection and organization**

The first step in the process consists of consolidating all the data received from public input and feedback from the various forms of engagement methods outlined in this report. This includes notes from meetings, written and oral correspondences, and other relevant data collected by the City, the Applicant and their consultants. Once consolidated, the data will be organized in a manner appropriate for analysis.

### **Step 2 - Data analysis**

The analysis of the data will be guided by various quantitative and qualitative research methods through identifying data frequency and patterns, as well as in written and spoken communication.

### **Step 3 - Establish Summary of Findings for circulation**

The results from the analysis will then translate into a Summary of Findings which will inform the Applicant's team, the City of Toronto, and the general public the overarching matters that transpired from the consultation.

#### **Step 4 - Develop strategies to incorporate findings, where viable**

Upon circulation of the Summary of Findings, the Applicant's team will develop strategies to incorporate the findings into the Proposal where it is deemed to be appropriate and feasible. The conception of these strategies may require further consultation with City staff, the local councilor, and public stakeholders. Finally, the Applicant will report back to the public on any changes to the Proposal through the resubmission of revised plans and/or at public meetings.

### **10.0 Conclusion**

In preparation of this Public Consultation Strategy Report, the Applicant and their consultants have given significant consideration to what constitutes efficient, effective, and meaningful public engagement. The strategy has clear objectives, a targeted audience, a comprehensive methodology to achieve the desired outcome, built-in flexibility to accommodate for individual needs, and an open and transparent mechanism for strategy evaluation and incorporation. Collectively, these strategies will not only foster public confidence in the Applicant's genuine interest in engaging with the public but also perpetuate public confidence in the City of Toronto's policy on public consultation as a whole.